

SEP 17 1924

©CIL 20578

THE ALASKAN

Photoplay in 7 reels

From the novel by James Oliver Curwood

Screen Play by Willis Goldbeck

Author of the Photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

Washington, D. C.

SEP 17 1924

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of **Famous Players Lasky Corporation**

The Alaskan - 7 reels

Respectfully,

FULTON BRYLAWSKI

The **Famous Players Lasky Corporation**
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
The Alaskan	9-17-24	©CIL 20578

The return of the above copies was requested by the said
Company, by its agent and attorney on the 17th day of
Sept. 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

SEP 20 1924

Fulton Brylawski

"The Alaskan" is 7 reels—6736 feet long.

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present
THOMAS MEIGHAN
in
"THE ALASKAN"
by **JAMES OLIVER CURWOOD**
A **HERBERT BRENON** Production
Screen play by Willis Goldbeck
A Paramount Picture

SEP 17 1924

PURPOSE: To Help You Sell the Picture

James Oliver Curwood's "The Alaskan" the Greatest Thomas Meighan

**America's Favorite Star
in a Big, Red-blooded
Story, Rich in Drama
and Love Appeal**

**A Picture of Punch, of Action, of Thrill and of
Mystery, Produced by One of Film's Out-
standing Directors, Herbert Brenon**

AT LAST! Thomas Meighan in an outdoor picture redolent of the pines and the open spaces. Exhibitors and public have been clamoring for Thomas Meighan in something big, vital, red-blooded and forceful. Here it is! In this special Herbert Brenon production of the greatest book by one of America's greatest authors, James Oliver Curwood.

In his latest starring vehicle, Meighan has a story which millions of fans will hail with the keenest delight. That "The Alaskan" is the type of plot that the public wants is evidenced by the fact that already over seven hundred thousand copies of this book have been sold.

As "Alan Holt," Thomas Meighan has a role that is ideal for him. As you see the unfolding of this story you will understand why the "good luck star" and "The Alaskan" are so splendidly suited to each other. He has taken the role and made it his own.

Here is the story of a man who fights not only for a great love but for a great cause—the rights of Alaska against the encroachments of capitalists who are striving to capture and control the sources of the north country's wealth. In his battle he meets the most powerful influence in Alaska in the form of one man who is bent on selfishly exploiting the country for his personal gain, and the wife of this man is the woman that Meighan loves.

The eyes of the world to-day are on Alaska. This country has received more publicity in the past six months than in the twenty previous years in which it has been a United States possession.

The story is loaded with appealing drama and quick action. In range it covers the Pacific coast all the way from Seattle to the far north. In filming the picture, Herbert Brenon actually covered more ground than the book itself. He took scenes in the Seattle docks, carried his entire company to the Great North and across British Columbia to Alberta.

Another evidence of the painstaking care that went into the making of this photoplay is the hand-picked cast that was chosen to support the star. The featured members include Estelle Taylor, who scored a distinct triumph in "The Ten Commandments"; John Sainpolis, Frank Campeau and Anna May Wong. You need only glance over the names of the rest to satisfy yourself that there is no lack of acting talent.

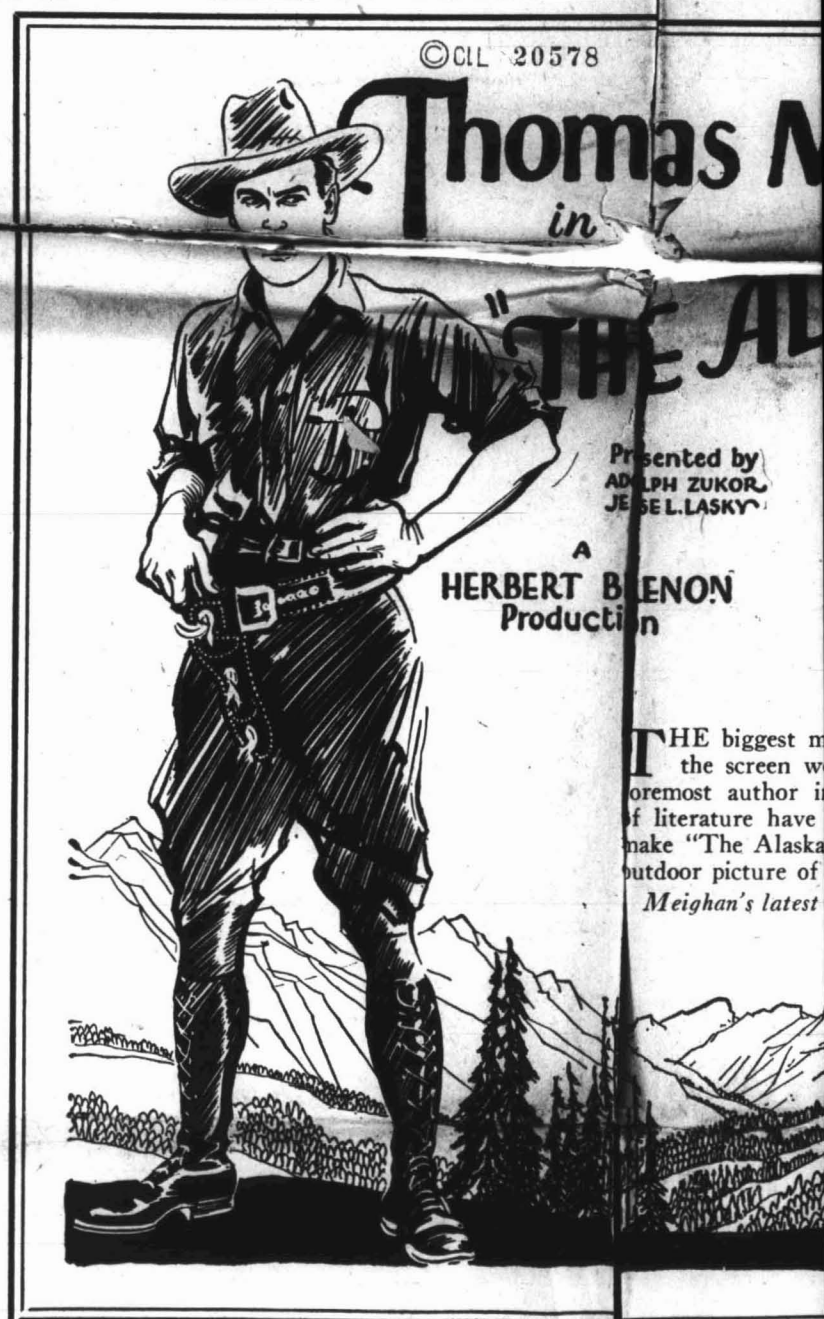
Highlights

In the opening of "The Alaskan," Mr. Brenon, the director, has reproduced scenes from the historic gold-rush of the late nineties when the eyes of the whole world turned towards the far north.

The destruction of Meighan's mother's grave is a strong scene. So closely is this act of vandalism followed by vengeance that the audience is still tingling with anger when satisfaction is given. The fight between Meighan and Alphonz Ethier is a stirring spectacle.

The scene on the ship northward bound is a colorful one. Men of the north, rough, picturesque; women of the dance halls; Indians with their native trappings, are all mingled together.

Then comes the sensational leap which Estelle Taylor makes from the side of the ship into the sea. As it was actually filmed at sea on the ship bound from Seattle to Seward, it is convincing because of its



Four-column Newspaper Ad

Film Facts in Tabloid

Star—Thomas Meighan.

Producer—Herbert Brenon, the directorial genius who made "Shadows of Paris," "The Spanish Dancer" and "The Side Show of Life." He will also direct "Peter Pan."

Author—James Oliver Curwood, the ablest living writer of outdoor stories.

Scenarist—Willis Goldbeck, who adapted "Scaramouche." He will also do the adaptation of "Peter Pan."

Cameraman—James Howe, Mr. Brenon's regular photographer.

Type of Story—A powerful story

deals with Alaska, not as it was yesterday, nor as it is to-day but as it is to-day but the Alaska which lies in between.

Appeal—The most consistent male star of to-day at the box-office, in James Oliver Curwood's magnificent story of the far north. A fighting man—a fighting lover—a great drama and great entertainment. The biggest seller on the bookstands, with the biggest male star before the public to-day, in a picture made by one of film's outstanding directors, Herbert Brenon. What a combination

SHEET

Adolph Zukor and Jesse L. Lasky present
THOMAS MEIGHAN
 in
"THE ALASKAN"
 JAMES OLIVER CURWOOD
 A HERBERT BRENON Production
 Screen play by Willis Goldbeck
 A Paramount Picture

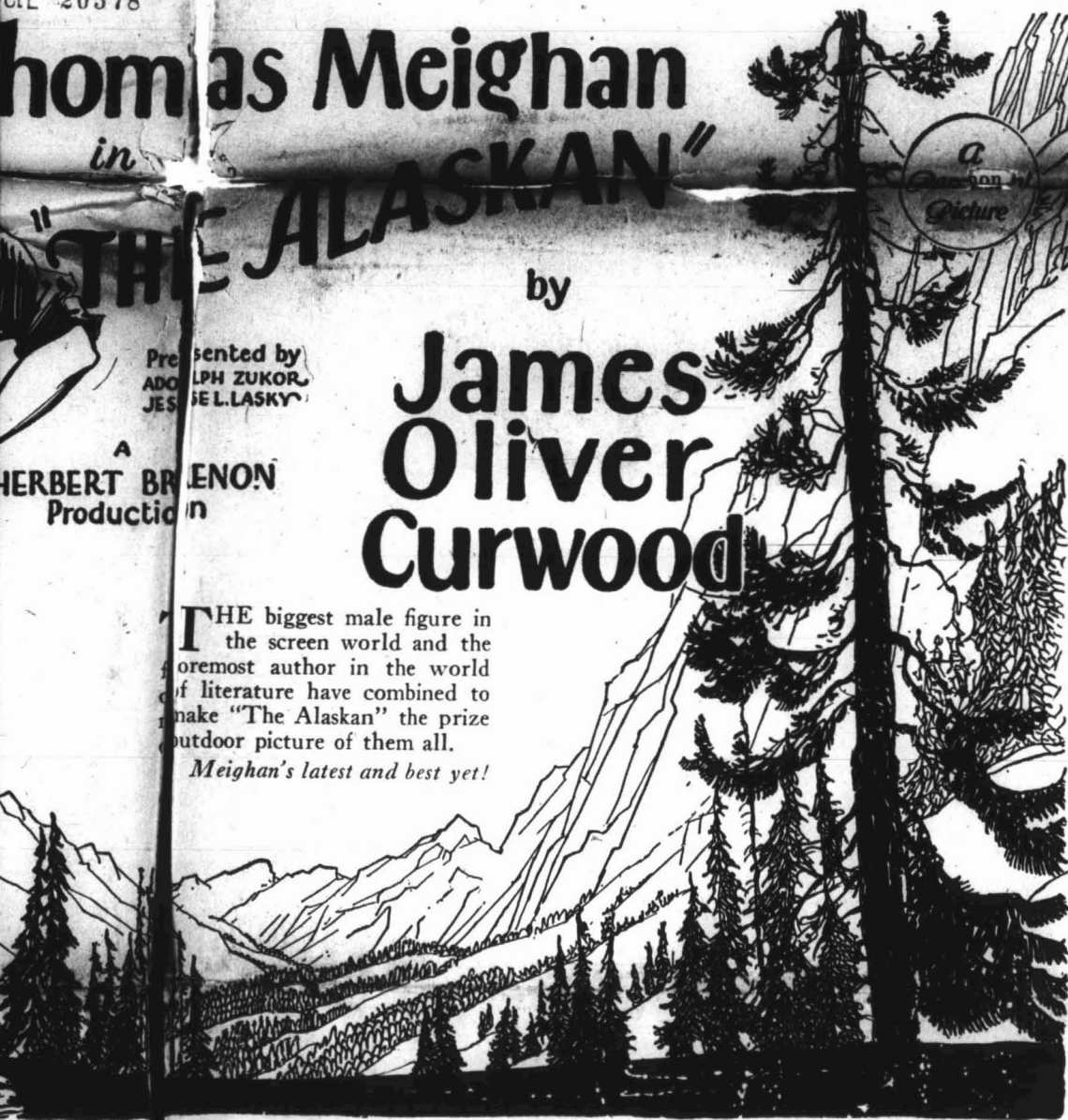
To Help You Sell the Picture to the Public.

"The Alaskan" Will Prove Meighan Picture Ever Filmed

CIL 20578

Thomas Meighan
 in
"THE ALASKAN"
 by
James Oliver Curwood
 Presented by
 ADOLPH ZUKOR,
 JESSE LASKY
 A
 HERBERT BRENON
 Production

THE biggest male figure in the screen world and the foremost author in the world of literature have combined to make "The Alaskan" the prize outdoor picture of them all.
Meighan's latest and best yet!



Four-column Newspaper Advertisement 4A. (Mats Only)

PUTTING IT OVER RIGHT

To begin with, you've got three advertising aces in Meighan, Curwood and Lasky. Have your business to mention their names in every piece of advertising matter you get out, you'll have a mighty solid foundation to work from.

Arrange with your local book stores for a James Oliver Curwood week. There are so many of his books that they can do some real advertising and your theatre can tie up with it very nicely. Concentrate largely on "The Alaskan."

For a ballyhoo, if there is a local zoo, perhaps some reindeer can be borrowed, or animals of the same family, for either lobby display or in a cage on a truck. If picture is played when snow is on the ground, put out a regular Alaskan dog team race with the sleds, etc.

Fix up your lobby with frozen north atmosphere, esquimo hut, attendants garbed as esquimos, "snow," pine trees, etc.

Advertise free admission to every person in town who can show proof that he or she has ever visited Alaska.

If in season, window displays of snowshoes, skis, arctic shoes and hose, etc. Humorous window tie-ups with snow shovels, coal, etc. Tie-ups with grocers who sell Alaskan salmon; with jewelers who sell gold articles of any kind; with restaurants or hotels to feature special Alaskan "dishes;" with ice cream stores that sell "Eskimo pie."

Get an old, muddy, rusty pick or spade and put it in a hardware window, as having been used by the man who first struck gold in the Klondike. Tie it up with the picture by use of stills and photographs.

Tie-ups with schools. Give prizes (a pass to the theatre or a copy of the book) for the best original drawn maps of Alaska, for exhibition in lobby; or prizes for the best composition on Alaska. You can get some valuable

n Tabloid

deals with Alaska, not as it was yesterday, nor as it is to-day but the Alaska which lies in between.

Appeal—The most consistent male star of to-day at the box-office, in James Oliver Curwood's magnificent story of the far north. A fighting man—a fighting lover—great drama and great entertainment. The biggest seller on the bookstands, with the biggest male star before the public to-day, in a picture made by one of filmdom's outstanding directors, Herbert

Brief Synopsis and Cast

AMONG the men whom fortune favors in the epic Alaskan gold-rush, which began in the latter nineties, is George Holt, middle-aged, but still in his prime and sturdy enough to tempt fortune in this mightiest of all hazards. His wife, who follows him into the north, succumbs to the hardships she has endured and leaves him with his little son Alan.

The years pass. Holt's claim comes to an end but new interests arise as he develops his land where vast herds of reindeer graze. The boy Alan, grown to manhood, be-

where she comes from he is unable to discover. Her subsequent actions arouse his suspicions and later when he sees her talking to Rossland, Graham's lieutenant, he comes to the conclusion that she is in league with his enemies.

He scornfully rejects her offer to explain, thinking that she is trying to make a fool of him. A few minutes afterwards, he is horrified to learn that she has jumped overboard. No trace of her is found and it is assumed that she drowned. Mary, however, is res-

AT LAST! Thomas Meighan in an outdoor picture redolent of the pines and the open spaces. Exhibitors and public have been clamoring for Thomas Meighan in something big, vital, red-blooded and forceful. Here it is! In this special Herbert Brenon production of the greatest book by one of America's greatest authors, James Oliver Curwood.

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As "Alan Holt," Thomas Meighan has a role that is ideal for him. As you see the unfolding of this story you will understand why the "good luck star" and "The Alaskan" are so splendidly suited to each other. He has taken the role and made it his own.

Here is the story of a man who fights not only for a great love but for a great cause—the rights of Alaska against the encroachments of capitalists who are striving to capture and control the sources of the north country's wealth. In his battle he meets the most powerful influence in Alaska in the form of one man who is bent on selfishly exploiting the country for his personal gain, and the wife of this man is the woman that Meighan loves.

The eyes of the world to-day are on Alaska. This country has received more publicity in the past six months than in the twenty previous years in which it has been a United States possession.

The story is loaded with appealing drama and quick action. In range it covers the Pacific coast all the way from Seattle to the far north. In filming the picture, Herbert Brenon actually covered more ground than the book itself. He took scenes in the Seattle docks, carried his entire company to the Great North and across British Columbia to Alberta.

Another evidence of the painstaking care that went into the making of this photoplay is the hand-picked cast that was chosen to support the star. The featured members include Estelle Taylor, who scored a distinct triumph in "The Ten Commandments"; John Sainpolis, Frank Campeau and Anna May Wong. You need only glance over the names of the rest to satisfy yourself that there is no lack of acting talent.

Highlights

In the opening of "The Alaskan," Mr. Brenon, the director, has reproduced scenes from the historic gold-rush of the late nineties when the eyes of the whole world turned towards the far north.

The destruction of Meighan's mother's grave is a strong scene. So closely is this act of vandalism followed by vengeance that the audience is still tingling with anger when satisfaction is given. The fight between Meighan and Alphonz Ethier is a stirring spectacle.

The scene on the ship northward bound is a colorful one. Men of the north, rough, picturesque; women of the dance halls; Indians with their native trappings, are all mingled together.

Then comes the sensational leap which Estelle Taylor makes from the side of the ship into the sea. As it was actually filmed at sea on the ship bound from Seattle to Seward, it is convincing because of its realism.

Nothing but the Truth!

You know what a bet Thomas Meighan is at every box-office to-day. You know the money that has been made with "Back Home and Broke," "Homeward Bound," and other recent Meighan subjects. Well, Meighan in Curwood's "The Alaskan" is going to knock the spots out of every other Meighan record ever made. And that's just cold logic.

Meighan and Paramount's production department set out a couple of months ago to buy the strongest possible modern story available for a male star. They bought Curwood's "The Alaskan." They got not only a he-man story which has thrilled the million or more readers of the Cosmopolitan magazine and sold hundreds of thousands of copies as a novel; they got also the immense advertising value of Curwood's name. And to cap it all, Herbert Brenon was assigned to direct it. Meighan, Curwood and Brenon—can you imagine the draw that will be?

There is nothing of the conventional love-and-adventure story about "The Alaskan." Like "The Covered Wagon," its background is a colorful, violent period of history, the history of just a few years ago in the case of "The Alaskan." Meighan has the role of the son of a gold-rush pioneer. The father has gone into the timber and reindeer-raising business and has become wealthy. Then come hordes of rich, unscrupulous invaders from the States trying to grab all of Alaska's treasures, to despoil the country.

Meighan's father clashes with these vultures and dies. Meighan springs to the attack, fights them to a finish with his brains and his fists, and wins. There is a girl in it who is at first allied with Meighan's enemies. There is enough whirlwind action, fist-play, gun-play and love appeal for five pictures.

"The Alaskan" is the greatest Meighan box-office money-maker ever delivered direct to exhibitors!



Presented by
ADOLPH ZUKOR,
JESSE LASKY

HERBERT BRENON
Production

THE biggest
the screen
foremost author
of literature has
made "The Alaskan"
outdoor picture
Meighan's latest

Four-column Newspaper

Film Facts in Tabloid

Star—Thomas Meighan.

Producer—Herbert Brenon, the directorial genius who made "Shadows of Paris," "The Spanish Dancer" and "The Side Show of Life." He will also direct "Peter Pan."

Author—James Oliver Curwood, the ablest living writer of outdoor stories.

Scenarist—Willis Goldbeck, who adapted "Scaramouche." He will also do the adaptation of "Peter Pan."

Cameraman—James Howe, Mr. Brenon's regular photographer.

Type of Story—A powerful story

of Alaska—America's own last frontier—one that sizzles with swift, unlimited action, thrilling fights, provoking mystery—the story of Alan Holt, in whose blood flows the very life and spirit of the North, and of Mary Standish, as mysterious as she is desperate, as impetuous as she is beautiful and as lovely as the dawn of an Alaskan day.

Theme—Rich in the drama which has made Alaska and the Yukon such fruitful fields for novelists. It is a dramatic tale of the battles of pioneers in a savage land with stubborn nature and it melts into the story of a battle which the second generation fights with financial forces more relentless than those their fathers met and conquered. It

deals with Alaska, not as it yesterday, nor as it is to-day the Alaska which lies in between.

Appeal—The most consistent male star of to-day at the box office, in James Oliver Curwood's magnificent story of far north. A fighting man, fighting lover—great drama, great entertainment. The best seller on the bookstand with the biggest male star before the public to-day, in a picture made by one of the outstanding directors, Herbert Brenon. What a combination for new box-office records! picture that will be talked about for years to come!

Big Scenes—Mountain peaks, forests, rivers and glaciers for the gigantic sets which appear in the picture. The story is strong and yet so simple that fits into these sets perfectly. Some of the big scenes include the historic gold-rush to Alaska in the late nineties, Meighan's cyclonic struggle with Graham's Indians, and Graham's desperados, the fake suicide of Estelle Taylor, and the sudden and mysterious stabbing of Rossland. From beginning to end the picture is crammed full of exciting action and hair-raising thrills.

Letter for the Mails

PARAMOUNT THEATRE

Dear Miss Jackson:

Thomas Meighan in the title role of James Oliver Curwood's "The Alaskan"!

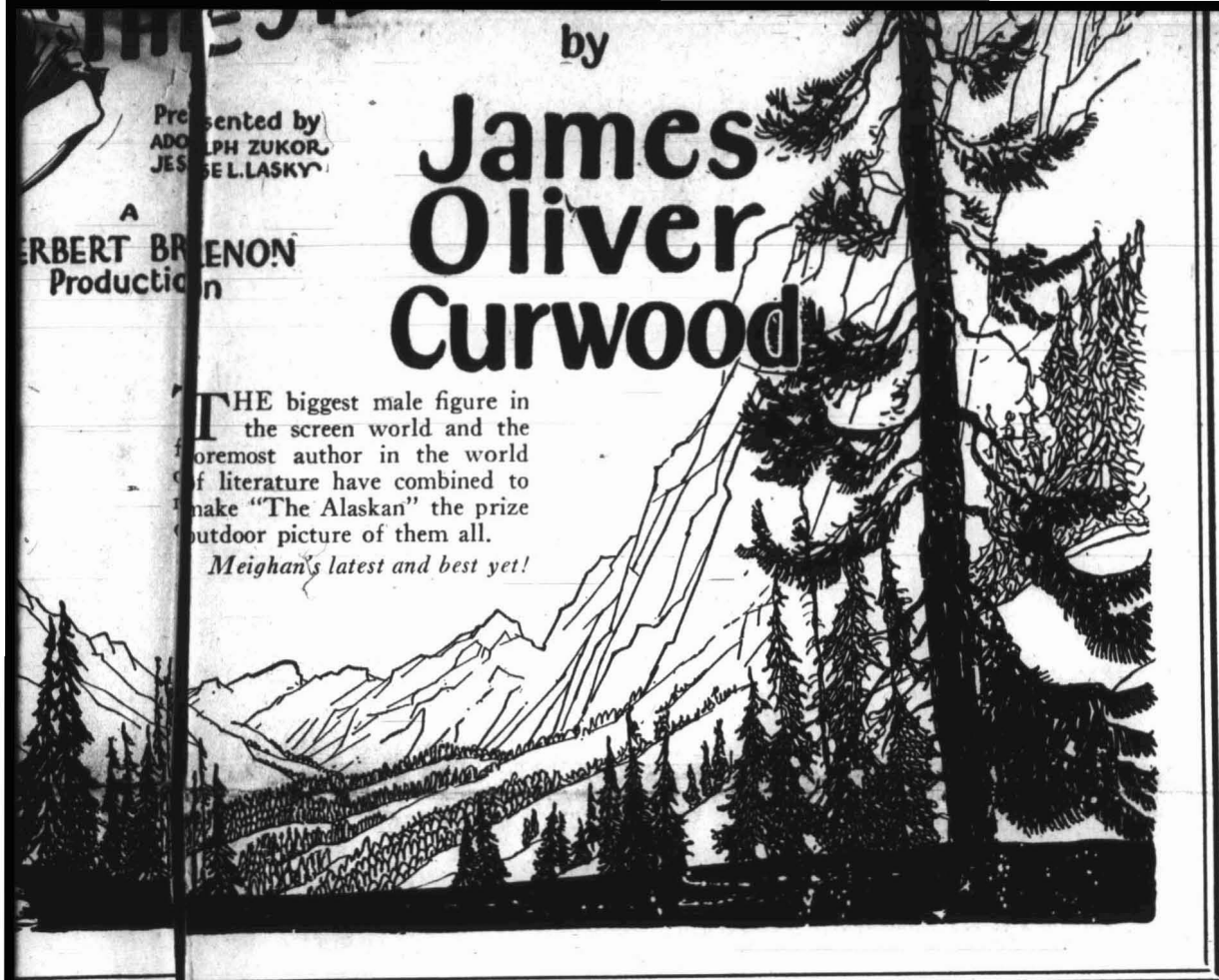
Does that announcement mean anything to you? You'll say so. Meighan is grantedly the foremost screen star in America today, and Curwood America's greatest teller of tales of the great outdoors.

What a combination! And what a picture this one is! Estelle Taylor and a cast of prominent players appear in support of the star.

You just can't miss it!

Sincerely,

.....Manag



Four-column Newspaper Advertisement 4A. (Mats Only)

Tabloid

deals with Alaska, not as it was yesterday, nor as it is to-day but the Alaska which lies in between.

Appeal—The most consistent male star of to-day at the box-office, in James Oliver Curwood's magnificent story of the far north. A fighting man—a fighting lover—great drama and great entertainment. The biggest seller on the bookstands, with the biggest male star before the public, in a picture made by one of filmdom's outstanding directors, Herbert Brenon. What a combination!

For new box-office picture that will be talked about for years.

Scenes—Mountains, glaciers, forests, rivers and the gigantic sets in the picture. The story is so simple that it fits into these scenes perfectly. Some of the big scenes include the historic gold-rush to Alaska in the late nineties, Meighan's cyclonic struggle with Graham, the terrific battle between Meighan's Indians and Graham's desperados, the fake suicide of Estelle Taylor, and the sudden stabbing of Rossland. From beginning to end the picture is crammed full of exciting action and hair-raising thrills.

The Mails

THEATRE

of James Oliver Curwood's "The Alaskan" You'll say so! America today, and outdoors. In support of the picture this one of the great players appears.

.....Manager

Brief Synopsis and Cast

AMONG the men whom fortune favors in the epic Alaskan gold-rush, which began in the latter nineties, is George Holt, middle-aged, but still in his prime and sturdy enough to tempt fortune in this mightiest of all hazards. His wife, who follows him into the north, succumbs to the hardships she has endured and leaves him with his little son Alan.

The years pass. Holt's claim comes to an end but new interests arise as he develops his land where vast herds of reindeer graze. The boy Alan, grown to manhood, becomes the staff upon which the elder Holt leans.

John Graham enters Alaska, backed by powerful financial interests. He plans to strip the country bare of all her wealth, ravaging every resource for his own aggrandizement. As a result of his act of vandalism in which he destroys the grave of Mrs. Holt, Graham suffers a severe thrashing at the hands of Alan. The elder Holt does not long survive. With his last words he bids Alan fight what Graham represents, the looting of Alaska.

Alan finally goes to Seattle where a senatorial investigation is in session and dramatically exposes the attempt on Graham's part to capture the entire salmon fishing industry in Alaska.

Enroute northward again, he becomes interested in a girl who fights her way aboard ship at the last minute and pleads to be allowed to stay, despite the fact that there are no cabins left. Alan offers her his cabin which she accepts gratefully. During the voyage he learns that her name is Mary Standish but who she is or

where she comes from he is unable to discover. Her subsequent actions arouse his suspicions and later when he sees her talking to Rossland, Graham's lieutenant, he comes to the conclusion that she is in league with his enemies.

He scornfully rejects her offer to explain, thinking that she is trying to make a fool of him. A few minutes afterwards, he is horrified to learn that she has jumped overboard. No trace of her is found and it is assumed that she drowned. Mary, however, is rescued by one of Alan's own Indians who takes her to the Holt ranch.

Arriving home, Alan is amazed to find her alive and waiting for him.

Cast

Alan Holt...THOMAS MEIGHAN
Mary Standish...Estelle Taylor
Rossland...John Sainpolis
Stampede Smith...Frank Campeau
Keok...Anna May Wong
John Graham...Alphonz Ethier
Tautuk...Maurice Cannon
The Lawyer...Charles Ogle

the boat Rossland had recognized her and it was to outwit him that she had staged the fake suicide.

In the meantime, Graham has found out where Mary is hiding. With Rossland and a gang of desperados he starts for the Holt ranch. Alan, warned of his approach, prepares for a fight, but finding that he is outnumbered, he and his men escape through a secret passage into the hills where Graham pursues him. Just as all seems lost, Alan's Indians appear in full force and Graham's men are surrounded. In the battle that follows, Graham is killed. The story closes with Alan and Mary standing together and facing the future with confidence and a mutual love for the land of Alaska.

have a mighty solid foundation to work from.

Arrange with your local book stores for a James Oliver Curwood week. There are so many of his books that they can do some real advertising and your theatre can tie up with it very nicely. Concentrate largely on "The Alaskan."

For a ballyhoo, if there is a local zoo, perhaps some reindeer can be borrowed, or animals of the same family, for either lobby display or in a cage on a truck. If picture is played when snow is on the ground, put out a regular Alaskan dog team race with the sleds, etc.

Fix up your lobby with frozen north atmosphere, esquimo hut, attendants garbed as esquimos, "snow," pine trees, etc.

Advertise free admission to every person in town who can show proof that he or she has ever visited Alaska.

If in season, window displays of snowshoes, skis, arctic shoes and hose, etc. Humorous window tie-ups with snow shovels, coal, etc. Tie-ups with grocers who sell Alaskan salmon; with jewelers who sell gold articles of any kind; with restaurants or hotels to feature special Alaskan "dishes;" with ice cream stores that sell "Eskimo pie."

Get an old, muddy, rusty pick or spade and put it in a hardware window, as having been used by the man who first struck gold in the Klondike. Tie it up with the picture by use of stills and photographs.

Tie-ups with schools. Give prizes (a pass to the theatre or a copy of the book) for the best original drawn maps of Alaska, for exhibition in lobby; or prizes for the best composition on Alaska. You can get some valuable publicity if you hold these contests under the auspices of one of the local newspapers.

Tie-up with your local travel agencies with window displays of stills of the picture, big map of Alaska, literature, etc. It may even be possible to get them to send out a special letter to a select mailing list calling attention to the wonders of Alaska and mentioning the picture.

For a series of teasers, turn to page 3 in this press book, clip out the entire column headed "Movie Lovers' Classified Section" and insert it in the newspapers. There's a barrel of profit in this one stunt!

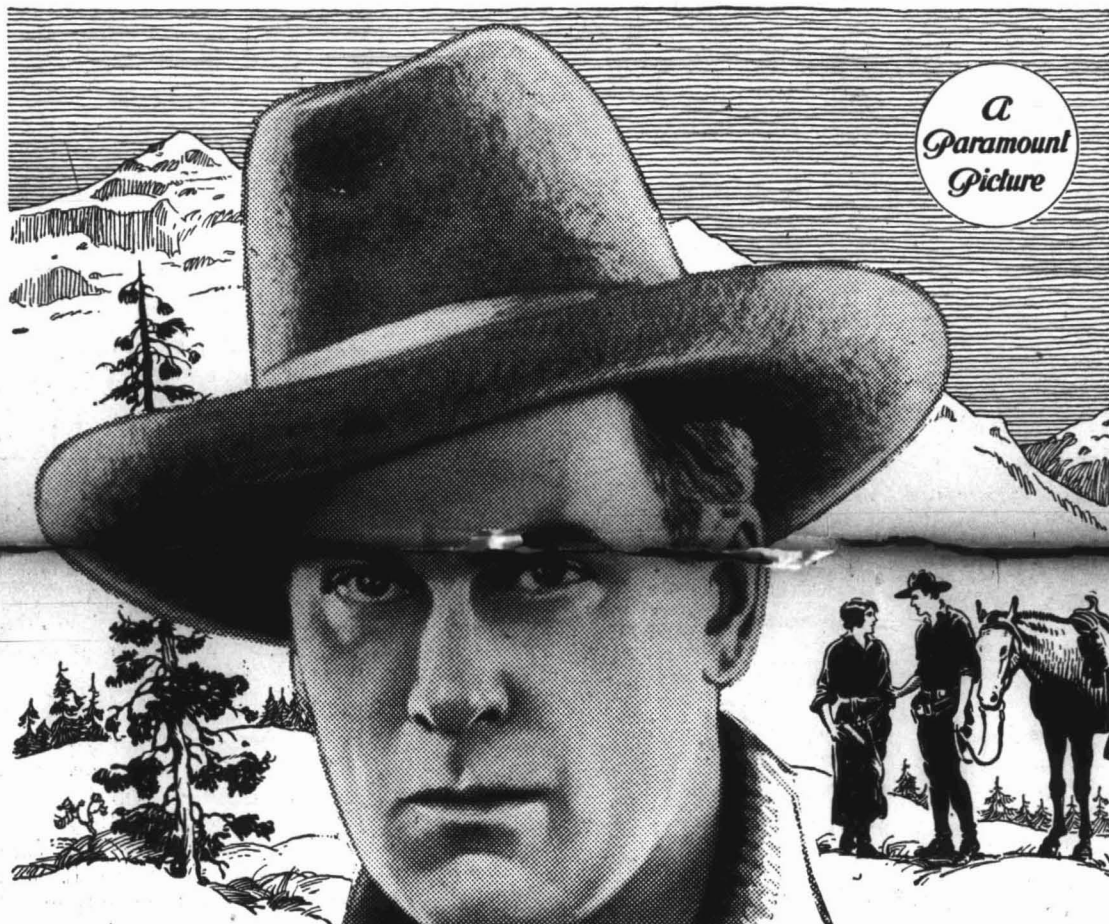
If you want to do something elaborate in the way of exploitation and can sell the idea to a local newspaper, start a newspaper contest way in advance of the showing of the picture. Each issue to carry a voting coupon. Readers to vote their coupons for some friend. The winner to be dubbed THE ALASKAN and to be given a trip to Alaska by the newspaper. Contest to close at end of engagement of "The Alaskan." The paper can figure out how many extras they will have to sell in order to cover the cost of the trip and can then announce that in order for any person to qualify, he must have received a certain minimum of votes.



Thomas Meighan in James Oliver Curwood PRESS ADS WITH REAL BO

Your exchange has mats of all the ads and production scenes; also cuts of o

MEIGHAN'S FIRST "FAMOUS 40"



ADOLPH ZUKOR
and
JESSE L. LASKY
present

THOMAS MEIGHAN in **JAMES OLIVER CURWOOD**

"THE ALASKAN"

A HERBERT BRENON PRODUCTION

HERE is a real "he-man" story of the Far North—an epic of Alaska.

Tom Meighan as the son of a gold rush pioneer in the title role of James Oliver Curwood's story which thrilled the million or more readers of the Cosmopolitan magazine in which it appeared.

Here is a picture you'll be talking about for the rest of the season.

Estelle Taylor is the girl, and there's a great supporting cast.

Three-column Newspaper Advertisement 3A



Two-column Supplementary Press Ad 2AS

Halftones are 55-screen
and reproduce perfectly.



Midget Cut 1MB

Four-pa



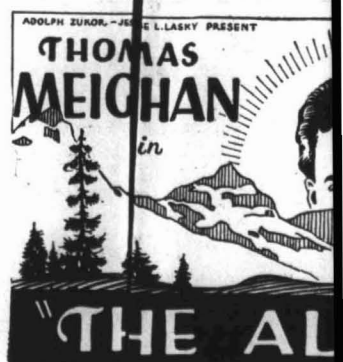
Ad and Prog

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In chaos and strug
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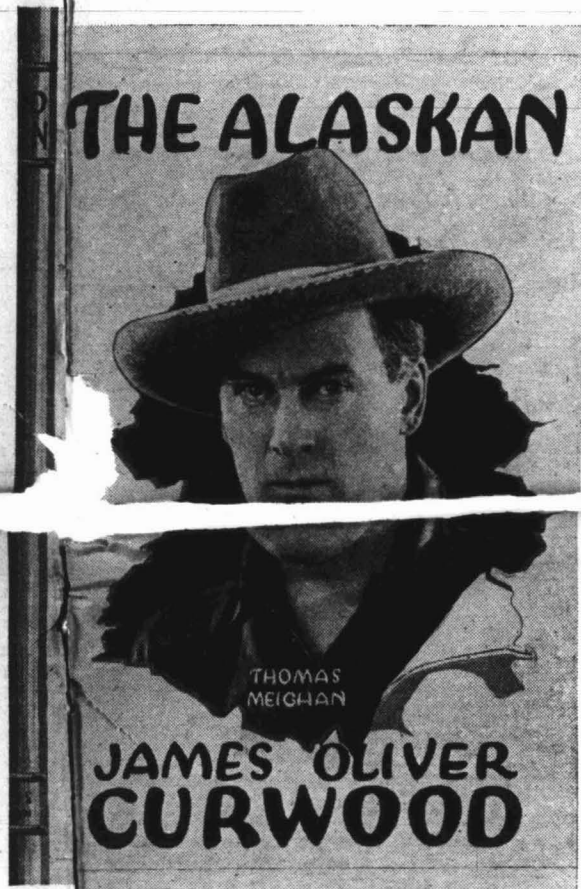
James Oliver Curwood's "The Alaskan"

REAL BOX-OFFICE APPEAL

tion scenes; also cuts of one, two and two-supplementary ads. Price List, Page 4.



Four-page Herald in Colors



Only \$3.00 for a thousand of these business-pulling heralds.

The illustration on the left is of the front cover. The original is attractively colored and contains strong scenes from the picture with expert sales talk.

Back page is blank for theatre name, dates, etc.

See a sample at your exchange!

THOMAS MEIGHAN

Presented by ADOLPH ZUKOR, JESSE L. LASKY

A Paramount Picture



in "THE ALASKAN"

by

JAMES OLIVER CURWOOD

A HERBERT BRENON PRODUCTION

THE screen's most popular male star as a fighting man — a fighting lover in a great entertaining drama.

You've waited a long time for just such a Meighan picture!

THEATRE

One-column Press Ad 1A

Ad and Program Catchlines

A story of the struggle by native Alaskans against the financial powers which strove to loot the wealth of that far-away land.

A Famous Forty Paramount picture!—and the first of its kind Meighan has ever attempted.

Thomas Meighan, James Oliver Curwood, and Herbert Brenon! Can't you imagine what kind of a picture this unbeatable trio has turned out in "The Alaskan!"

At last—Thomas Meighan in an out-door picture redolent of the pines and the great open spaces!



GOLD!

In chaos and struggle the history of Alaska began

Imagine Thomas Meighan living again for the scene those old hammer-and-tong fighting days as the star in Curwood's "The Alaskan!"—like discovering a gold mine of entertainment. Every scene filmed on the spot.

Screen play by

THOMAS MEIGHAN



"THE ALASKAN" by JAMES OLIVER CURWOOD
A HERBERT BRENON PRODUCTION

HERE it is! Tom Meighan in a big, red-blooded story—a story alive with virile strength and drama. Adapted by Willis Goldbeck from the greatest book by one of America's great-



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and
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Midget Cut 1MB



Midget Cut 1MA

Any one of these
three midgets for
only fifteen cents.



Midget Cut 1MC



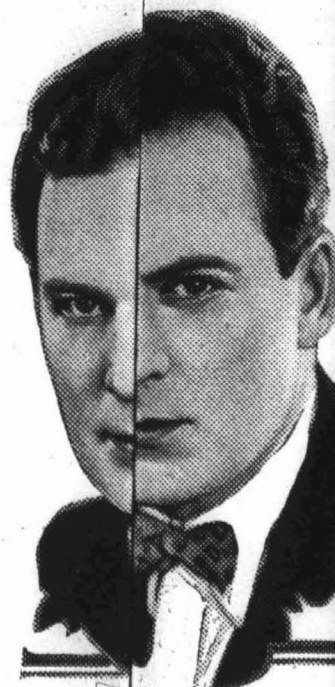
Thomas Meighan
in James Oliver Curwood's
"The Alaskan"
A Paramount Picture

Production Mat 1PB



Thomas Meighan and Estelle Taylor in James Oliver Curwood's
"The Alaskan" A Herbert Brenon Production A Paramount Picture

Two-column Production Mat 2P



Thomas Meighan
in James Oliver Curwood's
"The Alaskan" A Paramount Picture

Production Mat 1PA

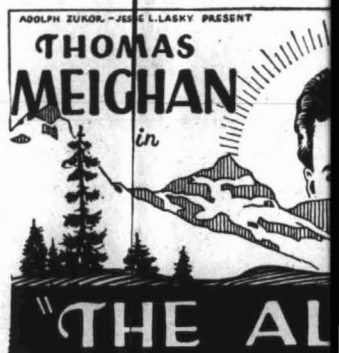
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At last—Thomas Meighan in
pines and the great open space



GOLD!
In chaos and stru
began.

Imagine Thomas
the screen those old
days as the star in C
—like discovering a
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OTL FEATURES

Two-column Supp

Production scenes make
ads. All copy and t

THOMAS MEIGHAN

JAMES OLIVER CURWOOD

Back page is blank
for theatre name, dates,
etc.

See a sample at your
exchange!

THE screen's most
popular male star as
a fighting man — a fight-
ing lover in a great enter-
taining drama.
You've waited a long
time for just such a
Meighan picture!

THEATRE

One-column Press Ad 1A

Ad and Program Catchlines

A story of the struggle by native Alaskans against the financial
powers which strove to loot the wealth of that far-away land.

A Famous Forty Paramount picture!—and the first of its kind
Meighan has ever attempted.

Thomas Meighan, James Oliver Curwood, and Herbert Brenon!
Imagine what kind of a picture this unbeatable trio has
Can't you in "The Alaskan!"

Thomas Meighan in an out-door picture redolent of the
At last—the great open spaces!



GO LD!
In chaos and struggle the history of Alaska
began
Imagine Thomas Meighan living again for
In green those old hammer-and-tong fighting
the scene is the star in Curwood's "The Alaskan!"
days of discovering a gold mine of entertain-
—like Every scene filmed on the spot.
ment

Screen play by

OTHER FEATURES

WILLIS GOLDBECK

Two-column Supplementary Press Ad 2ASX

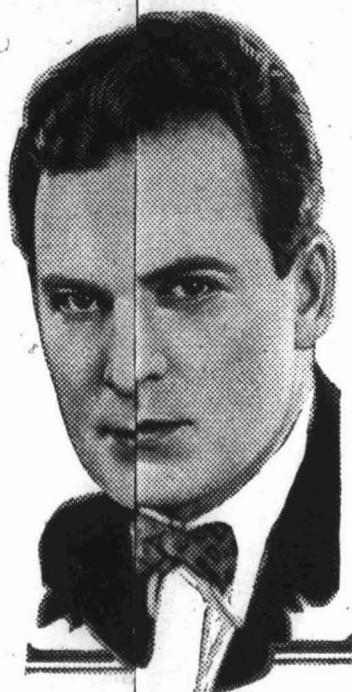
THOMAS MEIGHAN



HERE it is!
Tom Meighan in a big, red-blooded
story—a story alive with virile strength and
drama. Adapted by Willis Goldbeck from
the greatest book by one of America's great-
est authors.

Two-column Newspaper Advertisement 2A

Production scenes make good
ads. Add copy and border.



Thomas Meighan
in James Oliver Curwood's
"The Alaskan" A Paramount Picture
Production Mat 1PA



Thomas Meighan and Estelle Taylor in a scene from James Oliver Curwood's
"The Alaskan" A Herbert Brenon Production A Paramount Picture
Three-column Production Mat 3P



Thomas Meighan in James Oliver Curwood's STORIES TO GET YOU VALUED

Clip the stuff you want on this page and send it to the editors. Additional

Filming "The Alaskan"

The Inside Story of Thomas Meighan's Great New Paramount Picture

(Here is Director Herbert Brenon's own story of what happened when he took his entire company to British Columbia and Alberta to produce Thomas Meighan's latest Paramount picture "The Alaskan" which opens next at the Theatre.)

FROM the outset, I believed James Oliver Curwood's story, "The Alaskan", as a motion picture, would afford Thomas Meighan his greatest role. It had many of the same qualities which made "The Covered Wagon" so powerful. There was a convincing reality in its situations which made the same appeal to something in the hearts of Americans.

Stories of the pioneers, they are told in all their strong simplicity, as in "The Covered Wagon", will always light a glow in the true American's breast. In the case of "The Alaskan", the story is of pioneers whose battles are so recent as scarcely to have become history.

It was to catch the fading glamour of the Alaskan empire builder as it merged with the strong progressive spirit of the men who hold the land today, that we went northward.

I can never be sufficiently thankful for the fact that all the players in my company were seasoned actors. Inexperienced people could never have retained their enthusiasm for their roles in the face of the hardships and discouragements which met us. For such players as Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong, who headed the cast supporting Thomas Meighan, each fresh obstacle served to strengthen their determination to achieve their utmost in "The Alaskan."

For ten days, following our arrival on location, we experienced every variety of weather except good weather. It rained, hailed and snowed. The sun came out for brief intervals and then hid behind heavy clouds. Sometimes we remained in position for two or three hours, waiting for twenty or thirty seconds clear sunshine to play a little scene. Frequently we would be only half way through it when the light would fall again and the whole effort was wasted.

We made our headquarters at a point where we were about equidistant from the various locations chosen. The most distant was forty-five miles away with a two thousand foot climb at the end. From the summit of the mountain was a magnificent vista of snow-capped peaks. Below us was a sheer drop of over fifteen hundred feet.

In order that we might be on location when the sun was in the right quarter to light the whole of this wonderful background of mountain ranges, we had to leave camp at two o'clock in the morning, ride the forty-five miles and then climb our mountain.

There is one thing I must say about those northern latitudes. When the sun does shine, the country is rarely beautiful. The forests, the vari-colored rock strata of the mountains, the far view of river and lake and plane, are fascinating. Making "The Alaskan" taught me something of the love which northerners have for their country.

Lack of sunshine was by no means our only difficulty. We had mosquitoes which drove us nearly frantic. Spots which we picked for certain scenes because the snow looked very well, became dry ground as fast as the snow could melt and escape. Where we didn't want snow, it fell in tons from the cliffs. We had a flood which swept away one of our sets, a construction camp, after we had made a few scenes there and needed some more to complete.

Talented Cast in "The Alaskan"

Supporting Players in New Meighan Film Well Known on Stage and Screen

THROUGH the unusual care exercised in the selection, the most talented cast which has ever supported Thomas Meighan, appears in his new Paramount starring vehicle, "The Alaskan", which Herbert Brenon produced from Willis Goldbeck's adaption of James Oliver Curwood's great novel.

Featured in the cast are Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong. Others include Alphonz Ethier, Maurice Cannon, Bernard Siegel, Milt Brown and Laska Winters.

The feminine portion of the cast, Estelle Taylor, Anna May Wong and Laska Winters, is particularly noteworthy inasmuch as they are considered three of the most unusual young women in motion pictures.

All three were born in America but their parentage links east and west in a bond which stretches from China to Spain. Miss Taylor is of Scotch descent; Miss Wong is Chinese; Miss Winters is Spanish and French.

In motion pictures the three young players have established themselves with a series of remarkable characterizations. Estelle Taylor's performance in Cecil B. DeMille's "The Ten Commandments" gained for her widespread approval. Anna May Wong's genius has found expression in the portrayal of Chinese and other Oriental roles. Laska Winters, once a dancer of national repute, has recently established herself as one of the most promising of the younger players on the screen.

"The Alaskan", declared by all who have been privileged to get a preview of it as the greatest picture in Meighan's notable screen career, comes to the Theatre next to remain for days.

Reel Star in Real Danger When Director Gets Realism

Superb horsemanship alone made possible one of the most beautiful scenes in Thomas Meighan's latest picture "The Alaskan".

Under the direction of Herbert Brenon, who produced this James Oliver Curwood story for Paramount, Meighan posed on a narrow point of cliff. Horse and man were silhouetted against the sky. Below the crumbling ledge on which they stood was a sheer declivity of more than one thousand feet. In the background was the finest range of snow-clad peaks to be found in the entire Alaskan peninsula.

Following the 'shot', Meighan turned slowly, mounted his horse and rode off the ledge. The dangerous moment followed the instant he swung off his feet into the saddle. The horse, already nervous from gazing into the void, reared, sending a shower of stones over the edge. Urged by hand and voice, the animal dropped and then sprang away from the brink of the cliff.

Special Stories

Indian Magic Aids in Making New Production

WITCHCRAFT has come to the aid of the motion picture industry!

Ceremonies older than the discovery of America were brought into play by the big "medicine man" of the Stoney Indians in the Canadian Northwest during the filming of Thomas Meighan's latest starring picture, "The Alaskan", based on Willis Goldbeck's adaptation of James Oliver Curwood's stirring novel.

Herbert Brenon, who produced the picture for Paramount, led his expedition of forty people to British Columbia and Alberta during the making of the various scenes.

In Alberta he encountered weather so bad that motion picture work was impossible. Rain, hail and snow made good photography out of the question. The Stoney Indians, who had come from the reservation at Moreau, to take part in the picture, offered their services to the director to obtain fair weather.

Chief Calf-Child, the oldest man in the tribe, and the most powerful "medicine man", retired to his tepee to "make medicine" to the sun. Although the Stoney Indians are Christians, their ancient belief was vested in the shining luminary which brought the seasons. The ceremonies used by the "medicine man" to aid Herbert Brenon in the production of "The Alaskan" were said to go back into the earliest beginnings of the tribe.

Although the weather had been broken for two weeks before, the day following that on which the "big medicine" was made, was one of perfect sunshine.

"I wouldn't like to say that I believe in the old chief's magic", said Herbert Brenon, "but the fact remains, we got sunshine immediately following it." Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong, who are featured opposite Thomas Meighan in the picture, vouch for the "medicine" and the sunshine.

The local premiere of this photoplay takes place next at the Theatre.

Want to be a Film Director? Then Learn to Speak Eskimo!

Herbert Brenon, noted in Hollywood for his linguistic accomplishments, introduced a new dialect during the filming of Thomas Meighan's latest Paramount picture, "The Alaskan", a film version of James Oliver Curwood's story of the same name which Willis Goldbeck adapted to the screen.

He directed an entire scene in Eskimo! This is the first time in the history of the cinema that a scene has been directed in the language of the world's most northerly people.

It came about quite by accident and proves that the popular director is an opportunist. Enroute to location, several scenes were made on the boat as she steamed along the northern coasts. Among the passengers were several Indians and Eskimos who were pressed into service as atmosphere. From one of the Eskimos, who spoke English, Brenon learned a number of words of command which he used in directing his companions.

The Eskimos who had never seen a motion picture, entered into the thing with enthusiasm, although they had only a limited comprehension of what was being done.

Included with Estelle Taylor, John Sainpolis, Charles Ogle and Frank Campeau at the head of the cast supporting Thomas Meighan is Anna May Wong. Brenon surprised her, and incidentally the rest of the company, by giving her directions for a scene in Chinese.

It would appear from the fore-

Movie Lovers

HELP WANTED MALE

WANTED: Two-fisted, red-blooded men, with a taste for adventure. See The Alaskan at the Rialto theatre.

GENTLEMAN with taste for pictures. Inquire for the Rialto theatre.

YOUTHS with pleasure to say to gloomy friends, "Don't mean to say The Alaskan! Don't miss it!"

BACHELORS who are looking for a thrill. Apply for The Alaskan at the Rialto box-office.

HELP WANTED FEMALE

FILM FANS of great Paramount. Thomas Meighan's latest novel, "The Alaskan", is the story of a pioneer's life.

BLAZE and social flappers who are looking for something different. The Alaskan at the Rialto theatre.

SITUATIONS WANTED MALE

VIRILE, courageous young man, willing to go anywhere, even to the far north. Inquire at the Rialto theatre during the next three days.

ALL I WANT is a chance to demonstrate my ability as a smile-ducer. My modest claim is that I can make you forget your troubles in one hour. Address The Alaskan at the Rialto.

You can use these either as teaser or advance notice.

Advance Notice

"The Alaskan," Starring Thos. Meighan, Comes to the Rialto

Wantonly violating the sanctity of a mother's grave, John Graham, the foundation of a mighty nation. Upon this incident is based the story of Thomas Meighan's latest starring vehicle, "The Alaskan", which Willis Goldbeck adapted from James Oliver Curwood's famous novel of the same name. Local moviegoers will have the opportunity of seeing America's favorite male star in the greatest picture of his screen career, as photoplay is scheduled to open day's run at the Theatre.

Produced for Paramount by Herbert Brenon, "The Alaskan" is to be the year's outstanding success as an out-door picture. The company was transported to wilds of Alberta and British Columbia where all of the exterior scenes were filmed.

Featured in the cast chosen to port Thomas Meighan are Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong.

"The Alaskan" is founded upon conflict between native-born Canadians, sons of the gold-rush pioneers, and the powerful financial interests which strove to gain control of the Alaskan industries.

The feud between Graham and young Alan Holt, played by Thomas Meighan, begins when the former engaged in blasting operations carelessly destroys the grave of Holt's mother. Begun at first simply as a physical conflict, the struggle continues before a senatorial investigation committee in Seattle. The drama's testimony is given by the de-

James Oliver Curwood's "The Alaskan"

YOU VALUABLE PUBLICITY

to the editors. Additional press sheets at your exchange if you need them.



Movie Lovers' Classified Section

HELP WANTED MALE

WANTED: Two first-class men, with a taste for pictures, to see The Alaskan guaranteed.

GENTLEMAN with a taste for pictures. Inquire for the Rialto theatre.

YOUTHS with pleasing personalities to say to gloomy friends. "You don't mean to say The Alaskan! Don't miss it!"

BACHELORS who are looking for a thrill. Apply at the Rialto box-office for The Alaskan.

HELP WANTED FEMALE

FILM FANS of great Paramount Thomas Meighan of James Oliver Curwood's most famous novel, The Alaskan at the Rialto.

BLASE and socially bored matrons and flappers who are looking for something different in film entertainment—to try The Alaskan.

SITUATIONS WANTED MALE

VIRILE, courageous young man, willing to go anywhere, even to the far north. Inquire for The Alaskan at the Rialto theatre any afternoon during the next three days.

ALL I WANT is a chance to demonstrate my ability as a smile producer. My modest claim is that I can make you forget your troubles in one hour. Address The Alaskan at the Rialto.

LOST AND FOUND

LIBERAL REWARD to person giving information concerning whereabouts of Alan Holt. Looks something like Thomas Meighan. When last seen was strolling in the direction of the Rialto theatre. Communicate with The Alaskan.

MATRIMONIAL

CLEVER, accomplished young lady, with ample income, seeks acquaintance with man of marriageable age. He must be handsome, warm-hearted and thoughtful enough to take her to see The Alaskan. Write Film Lover, care of Rialto theatre.

FOR SALE OR EXCHANGE

MINUTES of happiness in exchange for a flourishing grouch. Guaranteed to bring that contented smile to the most down-turned pair of lips in town. Total cost, one cent. Ask for The Alaskan at Rialto box-office.

PERSONALS

GEORGE: Be sure to have tickets for The Alaskan when you come on Tuesday. Love—as ever—Alice.

DICK: All will be forgiven if you take me to the Rialto to see The Alaskan.

INSURANCE

POSITIVE INSURANCE against that tired feeling after a hard day's work—see The Alaskan. Prescription filled at the Rialto.

Press Reviews

(Review No. 1)

If ever a novel deserved screen immortality, if ever a story was written that was worthy of all the time and energy and effort that was spent in transferring it to the silver sheet, that book and that story was "The Alaskan", James Oliver Curwood's epic tale of the far north, which Herbert Brenon produced for Paramount, as a starring vehicle for Thomas Meighan, after an adaptation by Willis Goldbeck. The picture opened a day's run last night at the Theatre.

With such a combination of writing, acting and directorial genius it is little wonder that "The Alaskan" is being hailed as one of the motion picture masterpieces of the year. It has all the vital, compelling, red-blooded drama that we have come to expect in all of Curwood's writings; it has all of the consummate acting for which Meighan is noted; and it has all of the fine finish and dash which only such an experienced producer as Brenon could give it.

"The Alaskan" deals with those sturdy pioneers and hardy adventurers who blazed a trail to the far north in the historic gold-rush of '98, and with the sons of these brave men—the second generation—who waged a grim battle against the unscrupulous forces who threatened to exploit the country for their own selfish aggrandizement.

Playing the title role, Thomas Meighan has a part which suits him to the proverbial "T". It is a strong, virile role and one in which the vast army of his admirers will be delighted to see him. A cast of truly all-star calibre, featuring Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong, supports Mr. Meighan.

Filmed in British Columbia and Alberta, the picture records some of the world's most wonderful scenery. Imagine sets forty miles in length and eleven thousand feet high—but you don't have to imagine them! You can see them in this magnificent photoplay if you'll visit the Theatre during the next days.

(Review No. 2)

Green valleys crowded with forests of pine, mountain ranges whose peaks are eternally white with snow, colossal glaciers and swift-rushing rivers—against this picturesque and scenically beautiful background, "The Alaskan", Herbert Brenon's production of Willis Goldbeck's adaptation of James Oliver Curwood's powerful romance of the northwest, unfolds its dramatic story of Alaska—America's last frontier. The local premiere of this Paramount picture took place last night at the Theatre.

Thomas Meighan is "The Alaskan". As "Alan Holt", the hero, Meighan has a role which is ideal for him. As you watch the unreeling of this screen play, you understand why America's favorite male star holds such an eminent position in the hearts of millions of film fans. His performance is one of the outstanding features of this remarkable photoplay because he has taken the role and made it his own.

"The Alaskan" is a story of the battles of pioneers in a savage land with stubborn nature and it melts into the story of a battle which the second generation fights with financial forces more relentless than those their fathers met and conquered. This second generation, the men of today, are the true Alaskans.

From start to finish the picture is crowded with exciting action, thrilling incidents and provoking mystery. Right from the opening of the film when there flashes before your eyes a sweeping picture of the goldrush scenes of the late nineties down to the final crashing finish that shows

"The Alaskan" is True Picture of Sturdy Pioneers

Picturization of Famous Novel Was Big Responsibility Says Meighan

To do justice to the men who pioneered Alaska was the primary motive of everyone connected with the film production of James Oliver Curwood's gripping novel, "The Alaskan", says Thomas Meighan, the star of the photoplay.

"In playing the title role, I felt a weight of responsibility towards the men of Alaska, both the sturdy pioneers of yesterday and the native Alaskans of today.

"It isn't so long ago that the whole world was ringing with the stories of gold found in the far north. The magnetic cry drew adventurous hearts from every quarter. Scarce a town or village in the whole American continent but contributed one or more of its sons to the mad stampede.

"The struggles and privations through which they went, often in vain, have formed the basis of many a stirring story. Jack London, Rex Beach, Robert W. Service and many others have painted the Alaska of those days in colors which will never die.

"Then came James Oliver Curwood with another story of Alaska, a different story. 'The Alaskan', while it is planted in the days of the goldrush, spreads its branches into a more recent period.

"The desire to make 'The Alaskan' a true picture of the pioneers prompted Herbert Brenon, who produced it for Paramount, to make the most elaborate preparation. He believed, and rightly, that the subject merited careful treatment.

"The trip into the north was not a pleasant one. We worked too hard for pleasure, and all the time we fought bad weather and unexpected difficulties. Only the determination to make the photoplay a really fine representation of the hardy northerners held us together. In the face of constant discouragement, the cast which supported me, headed by Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong, maintained a cheerful outlook.

"Having realized, for the first time, something of the terrible hardships of those northern pioneers, it is with humility of heart that we offer 'The Alaskan' to the world and particularly to the men whose lives it portrays.

"We made it with the idea that the world might know them as they were and are. If, from them, there comes a word of praise, we shall feel that our work has not been in vain."

"The Alaskan" opens at the Theatre next for a run.

Historic Gold-rush of '98 Reproduced in New Picture

Reproducing the historic gold-rush of '98 was one of the tasks which confronted Herbert Brenon in producing Thomas Meighan's latest starring picture "The Alaskan" which opens shortly at the Theatre.

The picture opens with scenes of the stampede that followed the discovery of gold in Alaska in the late nineties. "The trail of '98" has become synonymous with suffering and hardship. Thousands of men fought their way into the promised land over a frozen mountain pass, carrying all their earthly possessions with them. Many died by the way and none of their fellows dared waste their own strength in lending a helping hand.

"The Alaskan", in which Thomas Meighan plays the title role, supported by Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong, depicts the

Advance Newspaper Stories

"The Alaskan," Starring Thos. Meighan, Coming

Wantonly violating the sanctity of a mother's grave, John Graham laid the foundation of a mighty hatred. Upon this incident is based the story of Thomas Meighan's latest starring vehicle, "The Alaskan", which Willis Goldbeck adapted from James Oliver Curwood's famous novel of the same name. Local moviegoers will soon have the opportunity of seeing America's favorite male star in the greatest picture of his career, as the photoplay is scheduled to open a day's run at the Theatre.

Produced for Paramount by Herbert Brenon, "The Alaskan" is said to be the year's most outstanding success as an out-door picture. The entire company was transported to the wilds of Alberta and British Columbia where all of the exterior scenes were filmed.

Featured in the cast chosen to support Thomas Meighan are Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong.

"The Alaskan" is founded upon a conflict between native-born Alaskans, sons of the gold-rush pioneers, and the powerful financial interests which strove to gain control of Alaskan industries.

The feud between Graham and young Alan Holt, played by Mr. Meighan, begins when the former, engaged in blasting operations, carelessly destroys the grave of Holt's mother. Begun at first simply as a physical conflict, the struggle continues before a senatorial investigation committee in Seattle. Meighan's testimony exposes the designs

Raised in the land where his mother and father lie buried, Alan Holt feels a great affection for it. His love of Alaska grows stronger as he sees the efforts of unscrupulous corporations with headquarters in the United States, to loot his beloved land.

He comes in open conflict with John Graham, an unprincipled financier, and before a senatorial investigation committee exposes many of the illegal operations of the Graham company.

At about the same time, Holt becomes interested in Mary Standish, a girl as mysterious as she is desperate, as impetuous as she is beautiful and as lovely as the dawn of an Alaskan day. To her he confides his hopes and ambitions, only to be bitterly disillusioned when he discovers that she is the wife of his most hated enemy, Graham.

From that point on the picture unfolds a series of dramatic surprises that for exciting action and sheer realism have seldom been surpassed on the screen.

Better come early and avoid the rush!

New Thomas Meighan Film Is Virile Drama of Alaska

Alaska—land of ice-clad mountains and towering glaciers! Alaska—where towns are born overnight and gold is sluiced from the rich earth! Alaska—mysterious, strange, colorful! World of the Midnight Sun!

This is the rugged setting in which "The Alaskan", Thomas Meighan's latest Paramount production, unfolds its story of gripping, red-blooded drama. It is a picturization, based on Willis Goldbeck's adaptation of

ly to have become history.

It was to catch the fading glamour of the Alaskan empire builder as it merged with the strong progressive spirit of the men who hold the land today, that we went northward.

I can never be sufficiently thankful for the fact that all the players in my company were seasoned actors. Inexperienced people could never have retained their enthusiasm for their roles in the face of the hardships and discouragements which met us. For such players as Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong, who headed the cast supporting Thomas Meighan, each fresh obstacle served to strengthen their determination to achieve their utmost in "The Alaskan."

For ten days, following our arrival on location, we experienced every variety of weather except good weather. It rained, hailed and snowed. The sun came out for brief intervals and then hid behind heavy clouds. Sometimes we remained in position for two or three hours, waiting for twenty or thirty seconds clear sunshine to play a little scene. Frequently we would be only half way through it when the light would fail again and the whole effort was wasted.

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Lack of sunshine was by no means our only difficulty. We had mosquitos which drove us nearly frantic. Spots which we picked for certain scenes because the snow looked very well, became dry ground as fast as the snow could melt and escape. Where we didn't want snow, it fell in tons from the cliffs. We had a flood which swept away one of our sets, a construction camp, after we had made a few scenes there and needed some more to complete.

I should like to pay a tribute to the patience and unfailing cheerfulness of Thomas Meighan, the star of the picture and to the players who supported him in the face of discouragements, difficulties and discomforts. "The Alaskan", I think, reflects the spirit of loyalty and determination which marked every member of the company which went with me into the north.

"The Iron Chink" Has Role in New Paramount Picture

"The Iron Chink" has been added to the cast chosen to support Thomas Meighan in his new starring vehicle, "The Alaskan", coming to the on Herbert Brenon who produced the picture for Paramount, made the addition when he beheld this celebrated Oriental at work in a salmon cannery at the entrance to an Alaskan river.

"The Iron Chink" is one of the most efficient machines which this mechanical age has produced. It is a piece of mechanism which works with an intelligence uncannily human.

When the great salmon runs begin in the northern rivers, the fish are caught and carried to the cannery where "The Iron Chink" receives them, cleans, washes, cuts, cooks, cans and seals them all in a few minutes. The machine takes the fish in at one end and turns them out at the other in rows of shining cans.

In "The Alaskan", a James Oliver Curwood story of the far north, which Willis Goldbeck adapted to the screen, this super-human machine is shown at work. Next to Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong, who head the supporting cast, "The Iron Chink" plays one of the most important parts in the picture.

"The Alaskan", which Herbert Brenon produced from Willis Goldbeck's adaptation of James Oliver Curwood's great novel.

Featured in the cast are Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong. Others include Alphonz Ethier, Maurice Cannon, Bernard Siegel, Milt Brown and Laska Winters.

The feminine portion of the cast, Estelle Taylor, Anna May Wong and Laska Winters, is particularly noteworthy inasmuch as they are considered three of the most unusual young women in motion pictures.

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Reel Star in Real Danger When Director Gets Realism

Superb horsemanship alone made possible one of the most beautiful scenes in Thomas Meighan's latest picture "The Alaskan".

Under the direction of Herbert Brenon, who produced this James Oliver Curwood story for Paramount, Meighan posed on a narrow point of cliff. Horse and man were silhouetted against the sky. Below the crumbling ledge on which they stood was a sheer declivity of more than one thousand feet. In the background was the finest range of snow-clad peaks to be found in the entire Alaskan peninsula.

Following the 'shot', Meighan turned slowly, mounted his horse and rode off the ledge. The dangerous moment followed the instant he swung off his feet into the saddle. The horse, already nervous from gazing into the void, reared, sending a shower of stones over the edge. Urged by hand and voice, the animal dropped and then sprang away from the brink of the cliff.

While this scene, so beautiful in effect, was being filmed, Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong, who head the supporting cast, watched Meighan from an adjoining ledge on the cliff where the cameras were perched.

"The Alaskan" will be the feature film at the Theatre for days beginning next

Film Folk Make Love Above the Clouds—Can You Beat It?

To every native "hon" and "dearie", to all local honeymooning couples and to "sweeties" of both sexes we heartily recommend a visit to the Theatre where Thomas Meighan's latest Paramount picture "The Alaskan" is now on display. We guarantee that, aside from the entertainment the picture provides, they will be able to pick up a few choice ideas in love-making that will prove personally helpful.

For example, the photoplay shows Thomas Meighan and Estelle Taylor in a love scene a thousand feet above the clouds!

While vast masses of heavy clouds blotted out the slopes of the mountains where Herbert Brenon took his company for the filming of this James Oliver Curwood novel, the players, on location far above them carried on their work in bright sunshine.

"The hardest task we had", said Meighan, "was to come down from the sunshine into the clouds where it was raining."

Besides Miss Taylor, the featured members of the cast supporting the star are John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong.

the tribe, and the most powerful "medicine man", retired to his teepee to "make medicine" to the sun. Although the Stoney Indians are Christians, their ancient belief was vested in the shining luminary which brought the seasons. The ceremonies used by the "medicine man" to aid Herbert Brenon in the production of "The Alaskan" were said to go back into the earliest beginnings of the tribe.

Although the weather had been broken for two weeks before, the day following that on which the "big medicine" was made, was one of perfect sunshine.

"I wouldn't like to say that I believe in the old chief's magic", said Herbert Brenon, "but the fact remains, we got sunshine immediately following it." Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong, who are featured opposite Thomas Meighan in the picture, vouch for the "medicine" and the sunshine.

The local premiere of this photoplay takes place next at the Theatre.

Want to be a Film Director? Then Learn to Speak Eskimo!

Herbert Brenon, noted in Hollywood for his linguistic accomplishments, introduced a new dialect during the filming of Thomas Meighan's latest Paramount picture, "The Alaskan", a film version of James Oliver Curwood's story of the same name which Willis Goldbeck adapted to the screen.

He directed an entire scene in Eskimo! This is the first time in the history of the cinema that a scene has been directed in the language of the world's most northerly people.

It came about quite by accident and proves that the popular director is an opportunist. Enroute to location, several scenes were made on the boat as she steamed along the northern coasts. Among the passengers were several Indians and Eskimos who were pressed into service as atmosphere. From one of the Eskimos, who spoke English, Brenon learned a number of words of command which he used in directing his companions.

The Eskimos who had never seen a motion picture, entered into the thing with enthusiasm, although they had only a limited comprehension of what was being done.

Included with Estelle Taylor, John Sainpolis, Charles Ogle and Frank Campeau at the head of the cast supporting Thomas Meighan is Anna May Wong. Brenon surprised her, and incidentally the rest of the company, by giving her directions for a scene in Chinese.

It would appear from the foregoing that if ever the nations decide to produce a motion picture of the world, Herbert Brenon is the man for the directorial job!

"The Alaskan" opens at the Theatre next

Actress Has Argument With Hen! Result: Compromise!

Estelle Taylor and a frantic white Leghorn hen recently disputed the possession of a chicken house in the Rocky Mountains of Alberta. Eventually a compromise was effected. The actress and the hen, with regained composure, agreed there was room for both.

The incident occurred during the filming of Thomas Meighan's latest starring vehicle for Paramount, James Oliver Curwood's "The Alaskan". While the company was on location in Alberta, Herbert Brenon, the director, selected a small group of farm buildings for certain scenes. The buildings were mainly deserted. One was assigned to Miss Taylor for a dressing room.

Upon entering, she found that a stray Leghorn hen had taken up her quarters there and was rapidly accumulating a setting of eggs. The feathered owner resented intrusion upon her privacy. For several hours the hen ran in and out, uttering frantic cackles to convey her indignation to the world. In the end she became accustomed to Miss Taylor's presence and looked upon her with a more friendly eye. Certain handfuls of grain which the player contributed may have had something to do with this change of heart.

"The Alaskan" was adapted to the screen by Willis Goldbeck. Heading the cast which supports Thomas Meighan are Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong.

and happens to be something different in film treatment—to try The Alaskan

SITUATIONS WANTED M

VIRILE, courageous young man, willing to go anywhere, even far north. Inquire for The Alaskan at the Rialto theatre any afternoon during the next three days.

ALL I WANT is a chance to demonstrate my ability as a smelter. My modest claim is that I can make you forget your troubles in one hour. Address The Alaskan at the Rialto.

You can use these either as teasers

Advance Notice

"The Alaskan," Starring Thomas Meighan, Coming

Wantonly violating the sanctity of a mother's grave, John Graham, the foundation of a mighty empire, is the basis of the story of Thomas Meighan's latest starring vehicle, "The Alaskan", which Willis Goldbeck adapted from James Oliver Curwood's famous novel of the same name. Local moviegoers will have the opportunity of seeing Meighan's favorite male star in the picture of his screen career, which photoplay is scheduled to open day's run at the Theatre.

Produced for Paramount by Herbert Brenon, "The Alaskan" is to be the year's outstanding picture as an out-door picture. The company was transported to the wilds of Alberta and British Columbia where all of the exterior scenes were filmed.

Featured in the cast chosen to support Thomas Meighan are Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong.

"The Alaskan" is founded upon a conflict between native-born Alaskans, sons of the gold-rush pioneers, and the powerful financial interests which strove to gain control of the Alaskan industries.

The feud between Graham, a young Alaskan, played by Meighan, begins when the former, engaged in blasting operations, carelessly destroys the grave of his mother. Begun at first simply as a physical conflict, the struggle becomes a political and financial battle before a senatorial investigation committee in Seattle. Meighan's testimony in the trial of the Graham case is the basis of the picture.

On his way back to Alaska, Meighan, in this investigation, falls in love with a young girl, Mary Standish, played by Estelle Taylor. Her actions lead him to believe that she is in league with his enemies. To his horror, he learns that she is the wife of Graham. The subsequent battle between Meighan and the wife of Graham, which takes place in the far north where there is no law, and the surprising ending, are the most thrilling and dramatic scenes flashed on the silver sheet.

If you are looking for film entertainment de luxe, then do not miss "The Alaskan!"

New Meighan Picture at the Rialto Theatre

"The Alaskan", James Oliver Curwood's stirring novel of the far north, which Willis Goldbeck adapted to the screen, forms the basis of Meighan's brand new starring picture. This widely heralded film, the main feature at the Rialto Theatre beginning next

As a story for Meighan, it is undoubtedly the strongest in which he has appeared. Herbert Brenon, who produced the picture for Paramount, made a very careful selection of supporting cast. Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong are featured in Meighan's support.

"The Alaskan" is a tale of an empire which has come into being in the far north during the last years. It opens with the great gold rush which followed the discovery of the yellow metal in Alaska. Meighan is the pioneer but the chief concern is Alan Holt, his native Alaskan, played by Meighan.

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Advance Newspaper Stories

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New Meighan Picture Due at the Rialto Theatre Soon

"The Alaskan", James Oliver Cur
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This widely heralded film will be
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"The Alaskan" is a tale of the new
empire which has come into being in
the far north during the last thirty
years. It opens with the great gold
rush which followed the discovery of
the yellow metal in Alaska. George
Holt is the pioneer but the story
chiefly concerns Alan Holt, his son, a
native Alaskan, played by Thomas
Meighan.

PERSONALS

GEORGE: Be sure to have tickets for The Alaskan when you come on Tuesday. Love—as ever—Alice.

DICK: All will be forgiven if you take me to the Rialto to see The Alaskan.

INSURANCE

POSITIVE INSURANCE against that tired feeling after a hard day's work—see The Alaskan. Prescription filled at the Rialto.

either as teaser ads or run them in your programs or house organs.

Raised in the land where his mother and father lie buried, Alan Holt feels a great affection for it. His love of Alaska grows stronger as he sees the efforts of unscrupulous corporations with headquarters in the United States, to loot his beloved land.

He comes in open conflict with John Graham, an unprincipled financier, and before a senatorial investigation committee exposes many of the illegal operations of the Graham company.

At about the same time, Holt becomes interested in Mary Standish, a girl as mysterious as she is desperate, as impetuous as she is beautiful and as lovely as the dawn of an Alaskan day. To her he confides his hopes and ambitions, only to be bitterly disillusioned when he discovers that she is the wife of his most hated enemy, Graham.

From that point on the picture unfolds a series of dramatic surprises that for exciting action and sheer realism have seldom been surpassed on the screen.

Better come early and avoid the rush!

New Thomas Meighan Film Is Virile Drama of Alaska

Alaska—land of ice-clad mountains and towering glaciers! Alaska—where towns are born overnight and gold is sluiced from the rich earth! Alaska—mysterious, strange, colorful! World of the Midnight Sun!

This is the rugged setting in which "The Alaskan", Thomas Meighan's latest Paramount production, unfolds its story of gripping, red-blooded drama. It is a picturization, based on Willis Goldbeck's adaptation of James Oliver Curwood's dynamic

novel of the same name. Brenon, who produced it, Thomas Meighan and the entire supporting cast travelled more than four thousand miles by sea from Hollywood into the wilds of British Columbia to secure the proper locations.

Here is an out-door story based upon conditions which are so recent they can scarcely be called history. It tells of the grim battle waged against forces seeking to exploit the country by the sons of the men who went there a quarter of a century ago. This second generation, the men of today, are the true Alaskans. Meighan's new starring vehicle is an idealization of this sturdy race which has come into existence under the shelter of the American flag.

A talented cast has been assembled that, among others, includes Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong.

Director Turns Actor and Orders Himself Around

Herbert Brenon both plays and directs scenes in Thomas Meighan's brand new Paramount picture, "The Alaskan", produced from the absorbing novel of the same name by James Oliver Curwood. And thereby hangs a tale!

Embarked on the S. S. "Admiral Watson", northward bound for Alaska, the director discovered that he required one more player to take the role of a ship's officer.

"Play it yourself," suggested Meighan.

Brenon borrowed a monkey jacket from the second officer of the ship and appeared resplendent in gold braid and laced cap. For the first time in many years, he actually acted a scene for the motion picture camera.

north in the historic gold-rush of '98, and with the sons of these brave men—the second generation—who waged a grim battle against the unscrupulous forces who threatened to exploit the country for their own selfish aggrandizement.

Playing the title role, Thomas Meighan has a part which suits him to the proverbial "T". It is a strong, virile role and one in which the vast army of his admirers will be delighted to see him. A cast of truly all-star calibre, featuring Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong, supports Mr. Meighan.

Filmed in British Columbia and Alberta, the picture records some of the world's most wonderful scenery. Imagine sets forty miles in length and eleven thousand feet high—but you don't have to imagine them! You can see them in this magnificent photoplay if you'll visit the Theatre during the next days.

(Review No. 2)

Green valleys crowded with forests of pine, mountain ranges whose peaks are eternally white with snow, colossal glaciers and swift-rushing rivers—against this picturesque and scenically beautiful background, "The Alaskan", Herbert Brenon's production of Willis Goldbeck's adaptation of James Oliver Curwood's powerful romance of the northwest, unfolds its dramatic story of Alaska—America's last frontier. The local premiere of this Paramount picture took place last night at the Theatre.

Thomas Meighan is "The Alaskan". As "Alan Holt", the hero, Meighan has a role which is ideal for him. As you watch the unreeling of this screen play, you understand why America's favorite male star holds such an eminent position in the hearts of millions of film fans. His performance is one of the outstanding features of this remarkable photoplay because he has taken the role and made it his own.

"The Alaskan" is a story of the battles of pioneers in a savage land with stubborn nature and it melts into the story of a battle which the second generation fights with financial forces more relentless than those their fathers met and conquered. This second generation, the men of today, are the true Alaskans.

From start to finish the picture is crowded with exciting action, thrilling incidents and provoking mystery. Right from the opening of the film when there flashes before your eyes a sweeping picture of the goldrush scenes of the late nineties down to the final crashing finish that shows Meighan in a hand-to-hand struggle

with his most hated enemy, the photoplay grips the interest like a vise. Estelle Taylor is seen as the mysterious girl who plays such a stirring part in Meighan's fortunes. Featured with Miss Taylor in Meighan's support are John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong, all of whom offer able characterizations.

Beyond the shadow of a doubt, "The Alaskan" is one of the greatest out-door pictures of the year. Don't miss it!

(Review No. 3)

Thomas Meighan in any Paramount picture is worth seeing. But Thomas Meighan in a Herbert Brenon picturization of James Oliver Curwood's gripping story, "The Alaskan" is worth seeing, not only once but several times. And we honestly believe that many of the folks, who were present last night at the Theatre, where this photoplay was shown for the first time, are going to see it again and again.

"The Alaskan" is the first story of the great Northwest that Meighan has ever appeared in. His personality suits the title role which he portrays, and although mindful of his past performances, yet we have no hesitation in saying that he has done his best work in this picture.

Here is a story of a man who fights not only for a great love, but for a great cause—the preservation of Alaska for the native Alaskans. To most people Alaska is synonymous with gold and in this picture Director Brenon has reproduced scenes from the historic gold-rush of the late nineties when the eyes of the whole world turned towards the far north. Mountain peaks, forests, rivers and glaciers form the gigantic sets which appear in "The Alaskan".

vain, have formed the basis of many a stirring story. Jack London, Rex Beach, Robert W. Service and many others have painted the Alaska of those days in colors which will never die.

"Then came James Oliver Curwood with another story of Alaska, a different story. 'The Alaskan', while it is planted in the days of the goldrush, spreads its branches into a more recent period.

"The desire to make 'The Alaskan' a true picture of the pioneers prompted Herbert Brenon, who produced it for Paramount, to make the most elaborate preparation. He believed, and rightly, that the subject merited careful treatment.

"The trip into the north was not a pleasant one. We worked too hard for pleasure, and all the time we fought bad weather and unexpected difficulties. Only the determination to make the photoplay a really fine representation of the hardy northerners held us together. In the face of constant discouragement, the cast which supported me, headed by Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong, maintained a cheerful outlook.

"Having realized, for the first time, something of the terrible hardships of those northern pioneers, it is with humility of heart that we offer 'The Alaskan' to the world and particularly to the men whose lives it portrays.

"We made it with the idea that the world might know them as they were and are. If, from them, there comes a word of praise, we shall feel that our work has not been in vain."

"The Alaskan" opens at the Theatre next for a run.

Historic Gold-rush of '98 Reproduced in New Picture

Reproducing the historic gold-rush of '98 was one of the tasks which confronted Herbert Brenon in producing Thomas Meighan's latest starring picture "The Alaskan" which opens shortly at the Theatre.

The picture opens with scenes of the stampede that followed the discovery of gold in Alaska in the late nineties. "The trail of '98" has become synonymous with suffering and hardship. Thousands of men fought their way into the promised land over a frozen mountain pass, carrying all their earthly possessions with them. Many died by the way and none of their fellows dared waste their own strength in lending a helping hand.

"The Alaskan", in which Thomas Meighan plays the title role, supported by Estelle Taylor, John Sainpolis, Charles Ogle, Frank Campeau and Anna May Wong, is from James

Oliver Curwood's famous story shows the terrible hardships of first miners who went in.

In preparing for these scenes, Herbert Brenon was fortunate in finding two men who had actually carried packs over the winter trail which led, as they believed, to a land flowing with gold. It was from their descriptions that the atmosphere of the gold-rush scenes was created.

All of the out-door scenes of the photoplay were filmed in the northern wilds and British Columbia by a company which travelled four thousand miles to secure the proper locations.

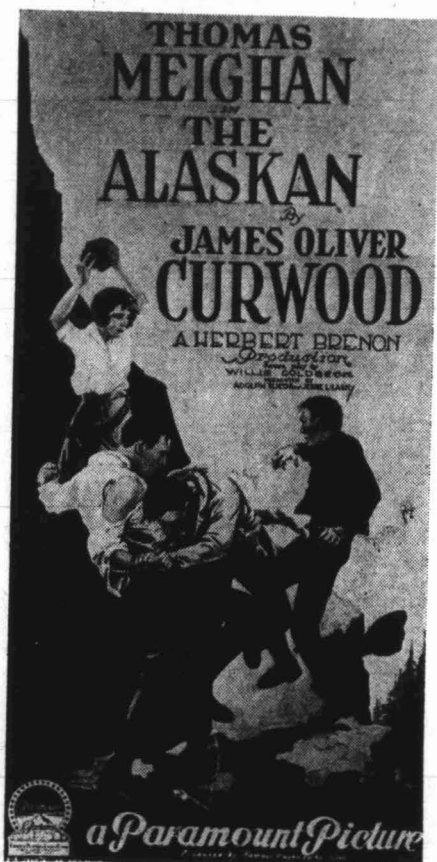
Meighan Is Human Target in New Paramount Picture

Thomas Meighan becomes a human target!

Permitting himself to be shot at with live bullets at a distance of one hundred yards for a scene in his latest starring picture, "The Alaskan", the popular film star gave an exhibition of nerve and confidence in the marksman.

With Producer Herbert Brenon shouting directions, Meighan drew a water bucket up from a well. While he held the bucket in his hands, "Pardner" Jones, one of the West's most famous marksmen, fired from cover at a distance of one hundred yards. The bullet, a high-powered .30.30, went through the bucket, drenching the player with water. Both the marksman and the water-bucket held by Meighan, were in the camera lens for the entire shot.

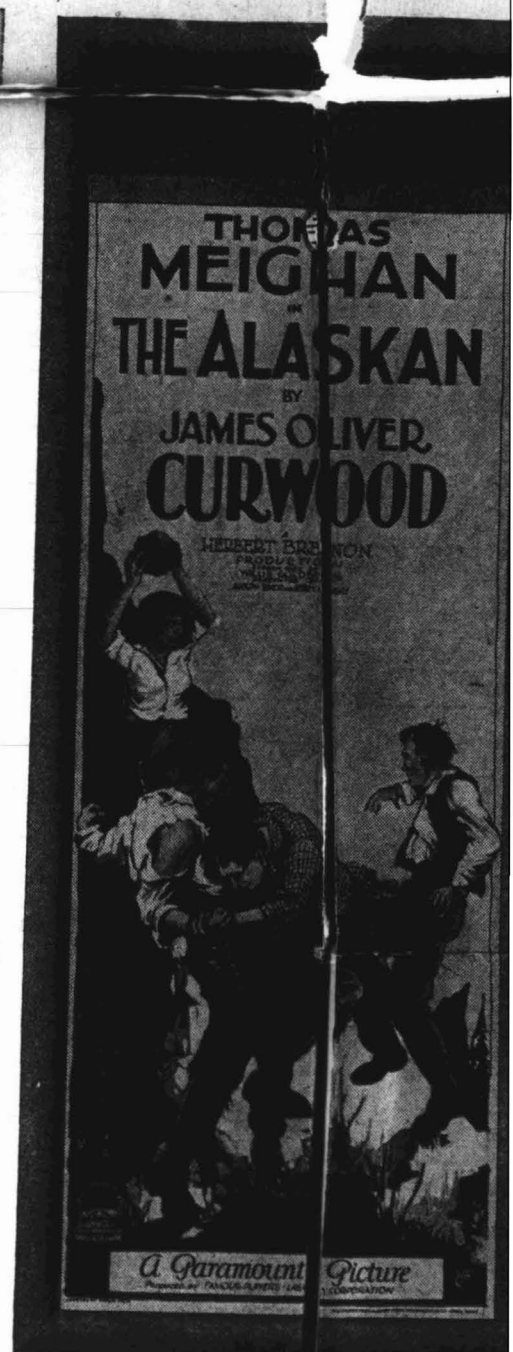
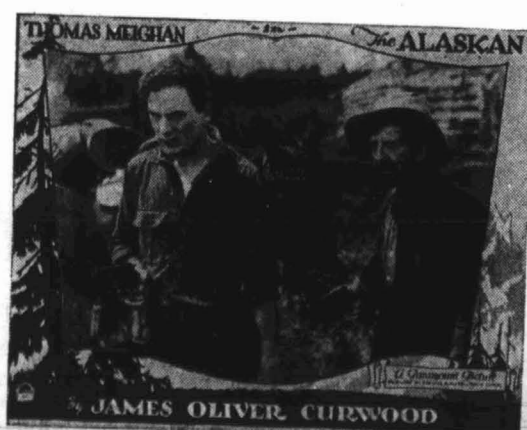
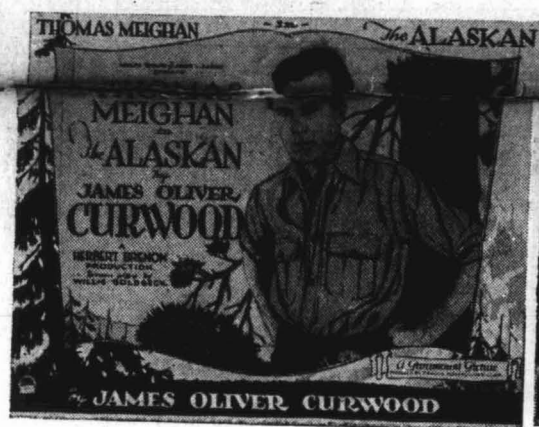
While this scene was being made, a group of Stoney Creek Indians, excellent marksmen with both bow and rifle, stood outside the camera lens, watching the shooting admiringly. Estelle Taylor, John Sainpolis and others play in support.



Three Sheet Poster 3A

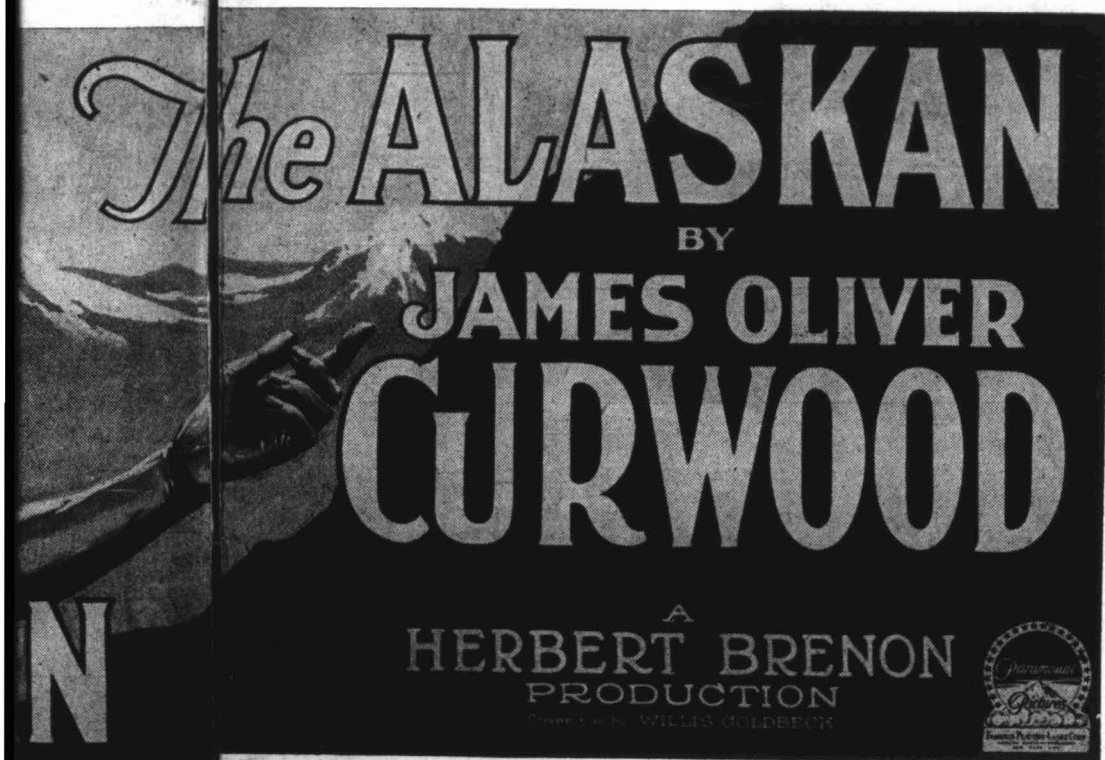


Twenty-four Sheet Poster 24



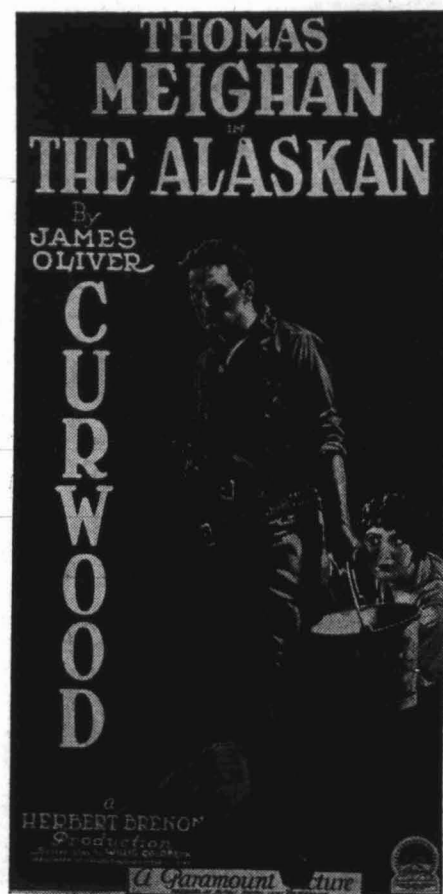
Colored Insert Card





Twenty-four

Sheet Poster 24A



Three Sheet Poster 3B

Advertising Price List

NOTE: The prices quoted below are base prices only. The more advertising you buy, the less the individual costs. Ask your local Ad Sales Manager about Special QUANTITY PRICE CONCESSIONS. Owing to duty additional transportation charges, etc., the prices quoted below do not apply to Canada. Get the Canadian price list from your exchange.

FOR OUTDOOR ADVERTISING—POSTERS

One Sheet (1A and 1B)	\$.15
Three Sheet (3A and 3B)	.45
Six Sheet (6A)	.75
Twenty-four Sheet (24A)	2.40

PHOTOS FOR YOUR LOBBY

22 x 28 (Colored)	.40
11 x 14 Set of Eight (Colored)	.60
STAR CUTS OF THOMAS MEIGHAN	
One Column	.25
Two Column	.40
Three Column	.90
Circle Thumbnail (Coarse or Fine)	.15

FOR NEWSPAPER ADS—ADVERTISING CUTS.

One Column	.35
Two Column	.65
Three Column	1.35
Supplementary (two column) (two styles)	.25
Midget Cuts (each)	.15

MATS, ADVERTISING, PRODUCTION, ETC.

One Column	.65
Two Column	.10
Three Column	.15
Four Column (Adv. Only)	.25

FOR GENERAL EXPLOITATION

Herald, per thousand	3.00
GILT-EDGED FRAMES (Size 17 x 43 in.)	1.50
Insert Cards (14 x 36 in. to fit above)	.25
22 x 28 Gilt Frames	1.50
Window Card	.07
Announcement Slide	.15
Publicity Photos	.10
Rotogravure Magazine, per thousand	7.50

Trailers—National Screen Service

126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive St., Los Angeles, Cal.
284 Turk St., San Francisco, Cal.

Press Books and Thematic Music Cues are gratis.

TRAILERS

You can secure both a Service and DeLuxe Trailer on "The Alaskan."

The prices of all trailers have been materially reduced. The Service Trailer is 75 feet long and costs \$5 during the first 4 months after release date. Refund of \$1.50 if returned within 2 weeks. Thereafter Service Trailers cost \$2.50. Refund of \$1 if returned within 2 weeks.

DeLuxe Trailers are 200 feet long and cost \$12.50. Refund of \$5 if returned within 3 weeks.

There is a special price of \$5 net on all DeLuxe Trailers to regular subscribers to National Screen Service.

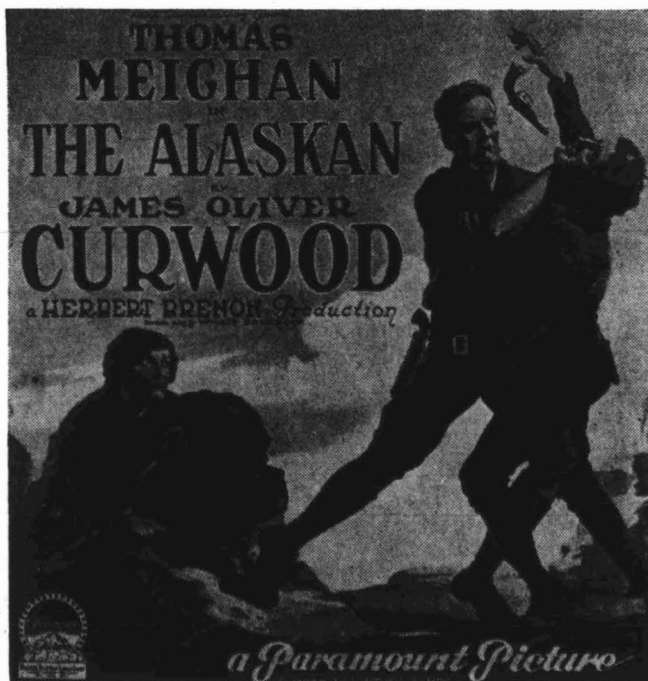
This service on all productions costs \$25 monthly.

Screen Service offices bottom of price list.

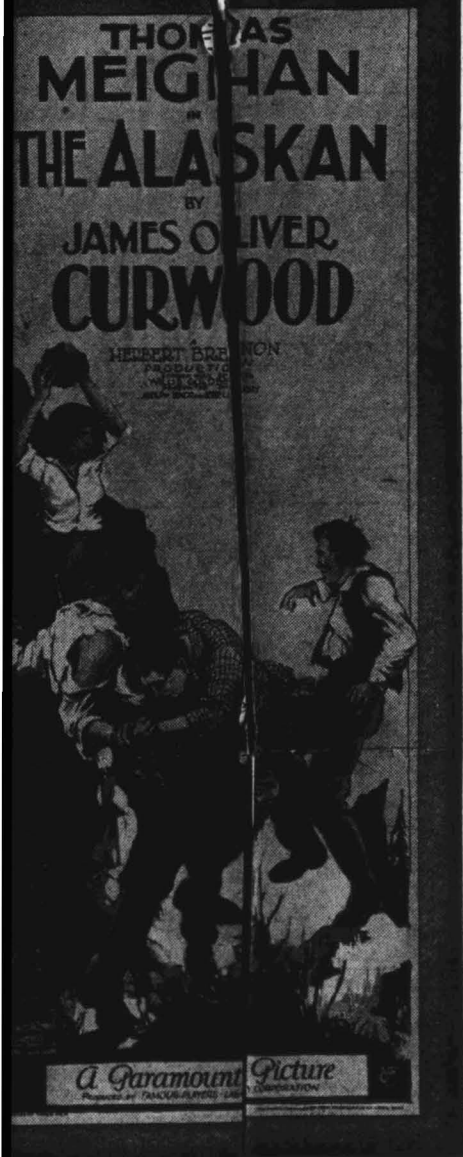
WIRE OR WRITE—GIVING
EXACT PLAY DATES

Extra Material

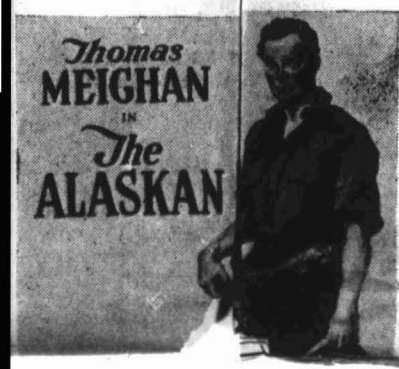
Note the full line of advertising material on this production. Roto magazine, special herald, two styles of supplementary ads, midget cuts, window card, and regular line of paper. Showmen will clean up!

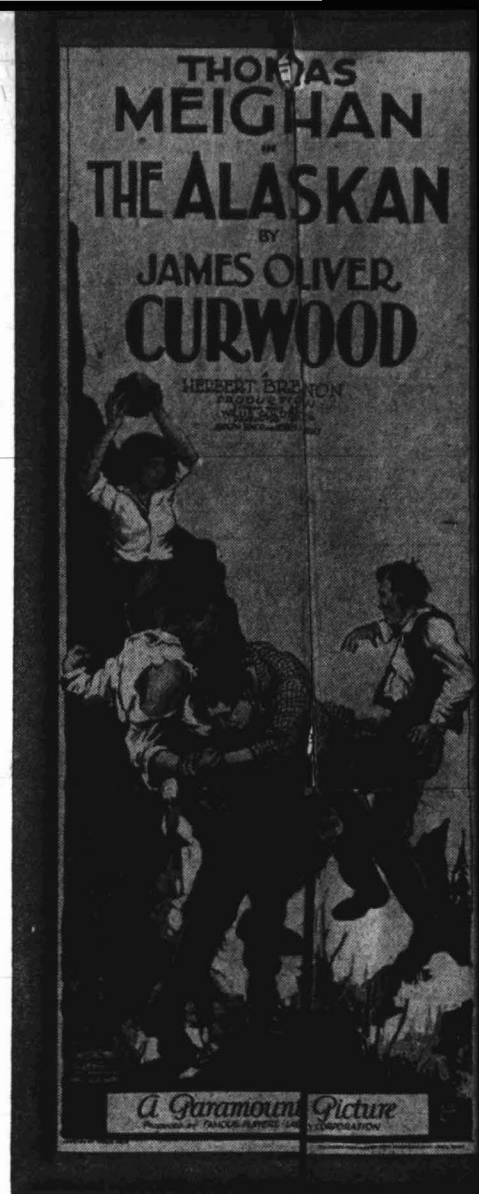
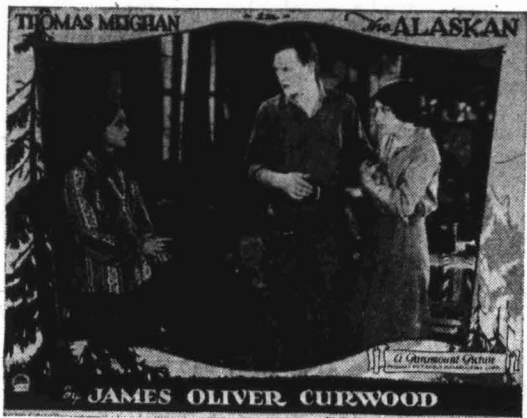
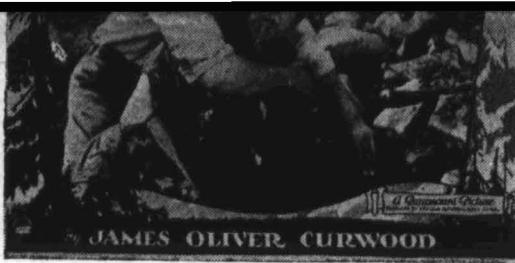
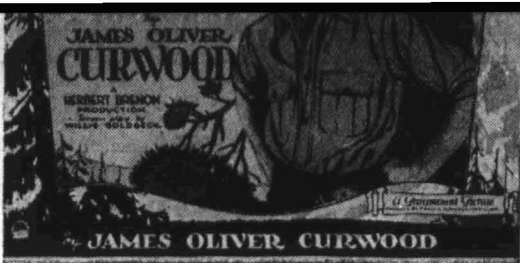


Six Sheet Poster 6A

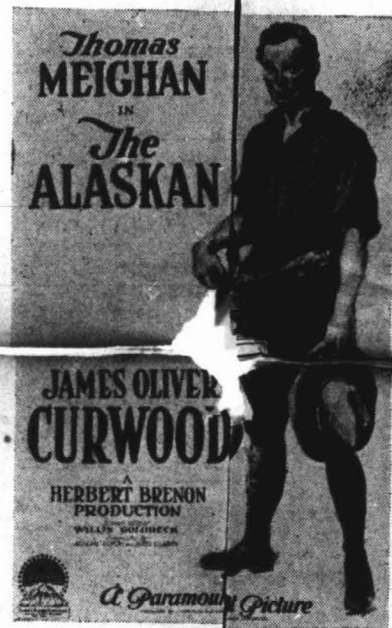


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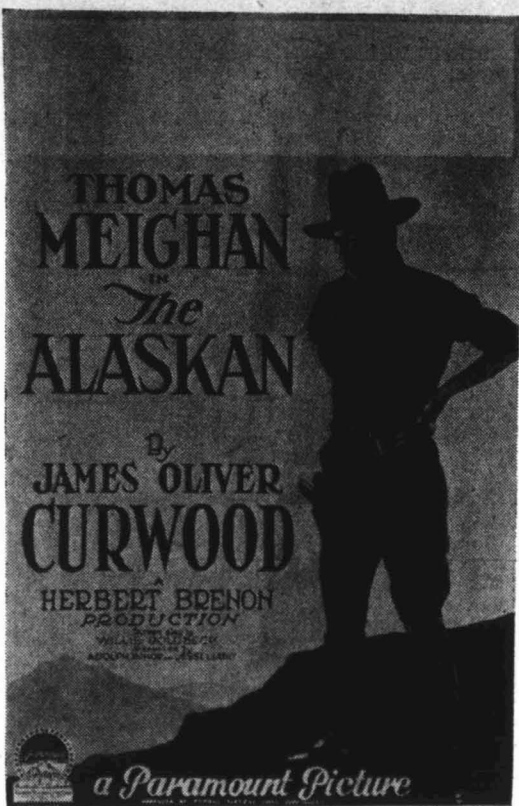




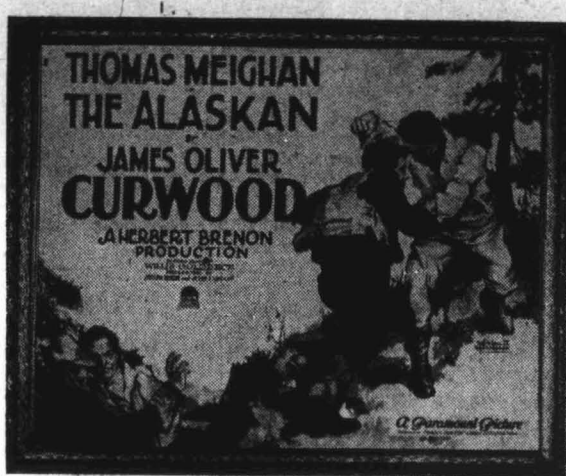
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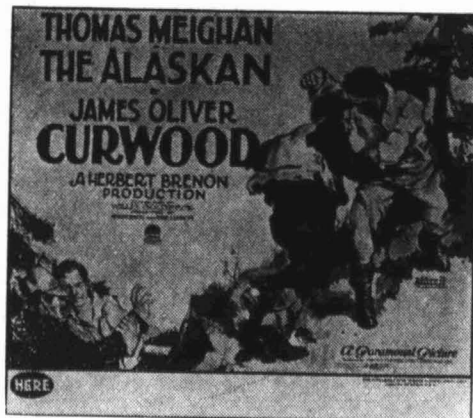
One Sheet Poster 1A



WINDOW CARD
(Illustrated Above)



Colored Lobby Card (22" x 28")



Announcement Slide

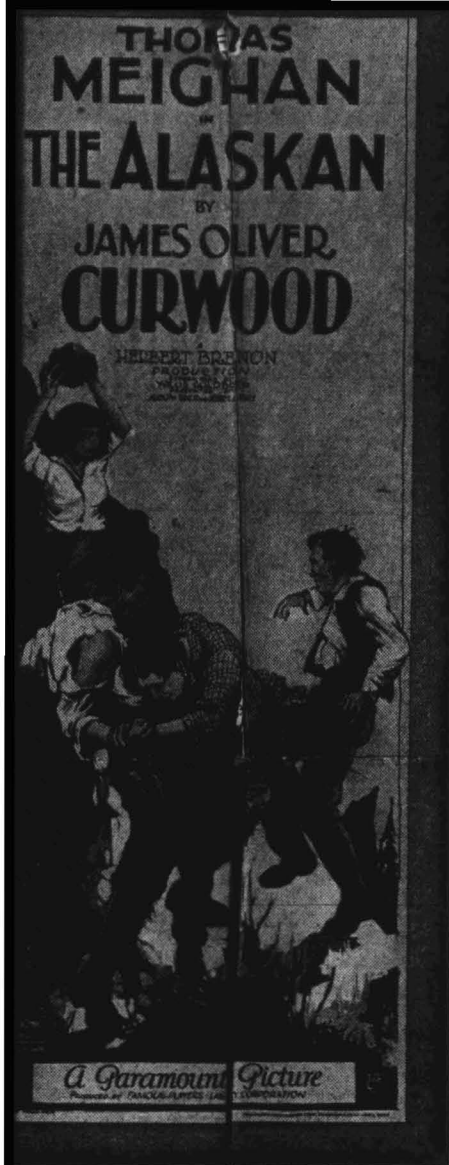
Four-Page Roto Magazine

To the right is a great new-style Roto Magazine 10½ x 14½ inches.

If this isn't a sure know what is. They'll sinker.

And the tie-up possible. See a sample at your local Ad Sales Manager to make the blank space on entire cost and more.

A thousand for only quantities. Investigate!



price list from your exchange.

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One Sheet (1A and 1B)	\$.15
Three Sheet (3A and 3B)	.45
Six Sheet (6A)	.75
Twenty-four Sheet (24A)	2.40
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MATS, ADVERTISING, PRODUCTION, ETC.	
One Column	.05
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Three Column	.15
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Press Books and Thematic Music Cues are gratis.	

Luxe Trailer on "The Alaskan."

The prices of all trailers have been materially reduced. The Service Trailer is 75 feet long and costs \$5 during the first 4 months after release date. Refund of \$1.50 if returned within 2 weeks. Thereafter Service Trailers cost \$2.50. Refund of \$1 if returned within 2 weeks.

DeLuxe Trailers are 200 feet long and cost \$12.50. Refund of \$5 if returned within 3 weeks.

There is a special price of \$5 net on all DeLuxe Trailers to regular subscribers to National Screen Service.

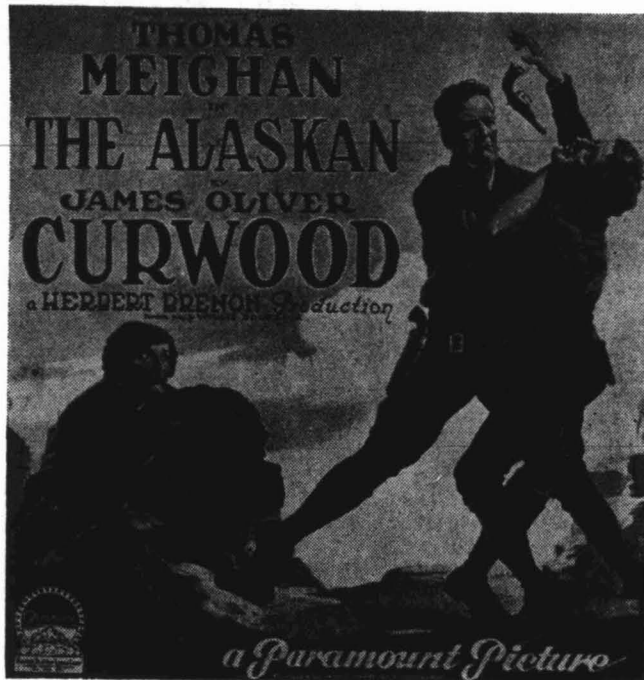
This service on all productions costs \$25 monthly.

Screen Service offices bottom of price list.

WIRE OR WRITE—GIVING
EXACT PLAY DATES

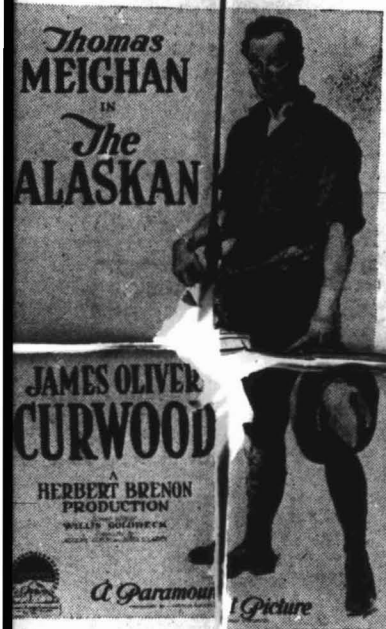
Extra Material

Note the full line of advertising material on this production. Roto magazine, special herald, two styles of supplementary ads, midget cuts, window card, and regular line of paper. Showmen will clean up!

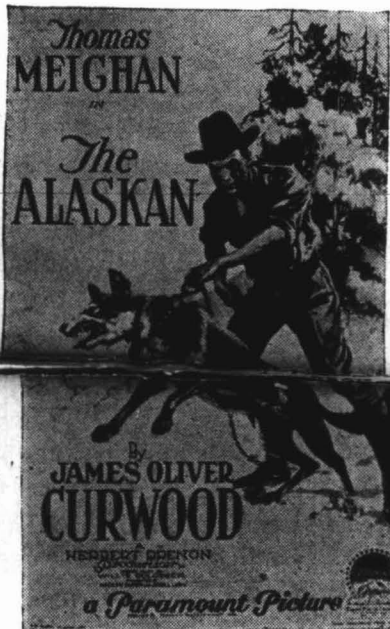


Six Sheet Poster 6A

Colored Insert Card



One Sheet Poster 1A



One Sheet Poster 1B

Four-Page Roto Magazine

To the right is a greatly reduced illustration of the new-style Roto Magazine cover. Actual size is 10½ x 14½ inches.

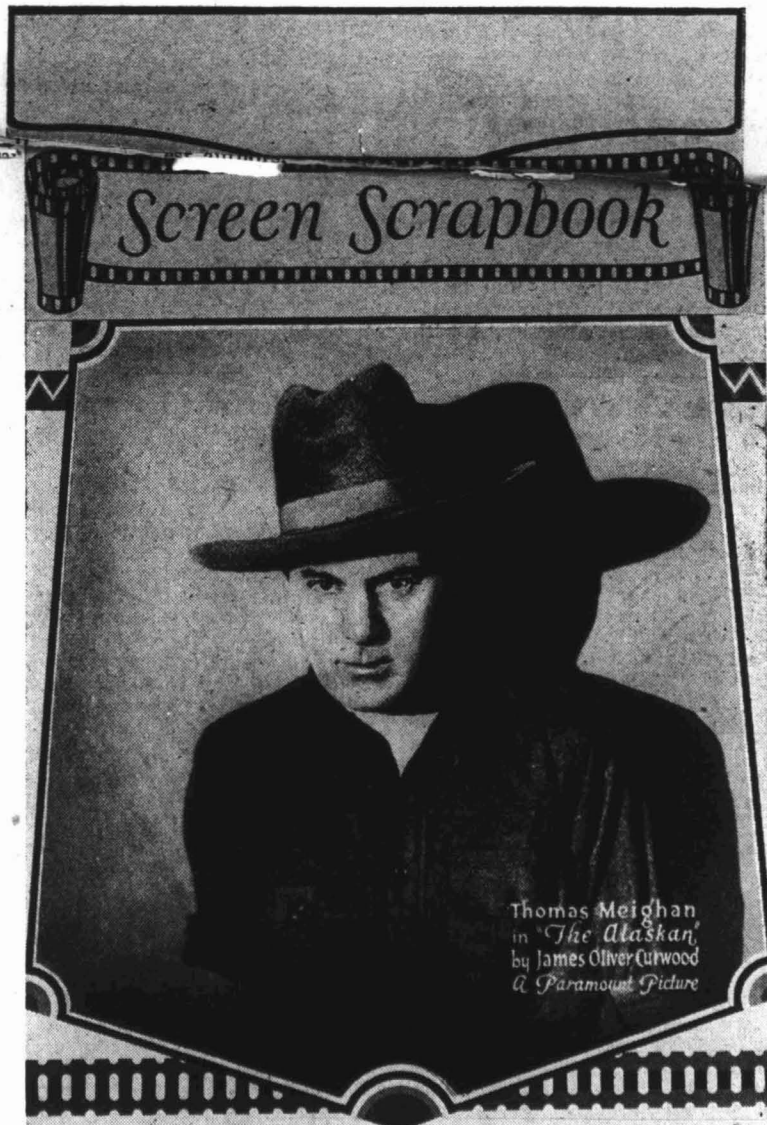
If this isn't a sure theatre-filler, we don't know what is. They'll eat it up, hook, line and sinker.

And the tie-up possibilities!

See a sample at your exchange, and ask your local Ad Sales Manager to explain how you can make the blank space on the back page pay the entire cost and more.

A thousand for only \$7.50. Less in large quantities.

Investigate!



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